

**ORDINANCES
AND
OUTLINES OF TESTS,
SYLLABI AND COURSES OF READING
FOR
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
PART-I (SEMESTER I AND II)
Session 2016-17**

SCHEME OF BBA THREE YEAR COURSE

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

BBA FIRST YEAR

BBA FIRST SEMESTER	MARKS
---------------------------	--------------

BBA-101 Communication Skills in Punjabi/ Elementary Punjabi	100
--	-----

BBA-102 Business Economics-I	100
------------------------------	-----

BBA-103 Business Mathematics	100
------------------------------	-----

BBA-104 Business Organization and Management Principles-I	100
--	-----

BBA-105 Workshop on Computer Applications	50
---	----

BBA-106 Seminar	50
-----------------	----

BBA SECOND SEMESTER	MARKS
----------------------------	--------------

BBA-201 Communication Skills in Punjabi/ Elementary Punjabi	100
--	-----

BBA-202 Communication Skills in English	100
---	-----

BBA-203 Business Economics-II	100
-------------------------------	-----

BBA-204 Business Statistics	100
-----------------------------	-----

BBA-205 Business Organization and Management Principles-II	100
---	-----

BBA-206 Workshop on Internet & E-Commerce	50
---	----

BBA-207 Seminar	50
-----------------	----

BBA-208 Viva-Voce	50
-------------------	----

B.B.A Part I

FIRST SEMESTER

BBA-101: COMMUNICATION SKILLS IN PUNJABI /ELEMENTARY PUNJABI

Time Allowed: 3 Hrs.

Max Marks: 100

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

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

ਸਮੈਸਟਰ ਪਹਿਲਾ

ਕੁਲ ਅੰਕ : 100

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ

ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

ਸਮਾਂ : 3 ਘੰਟੇ

(ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

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

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

09 ਅੰਕ

(2) ਵਿਆਰਕਣ:

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

(ii) ਸ਼ਬਦ-ਸ਼੍ਰੇਣੀਆਂ ਅਤੇ ਰੂਪਾਂਤਰਨ: ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ, ਯੋਜਕ, ਪ੍ਰਸ਼ਨ ਸੂਚਕ ਸ਼ਬਦ।

12 ਅੰਕ

ਭਾਗ-ੲ: ਭਾਗ-ੳ ਅਤੇ ਭਾਗ-ਅ ਦੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।
ਅੰਕ

30

ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਸਿਲੇਬਸ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

2. ਪੇਪਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਓ, ਅ ਅਤੇ ਏ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।

3. ਭਾਗ ਓ ਵਿੱਚੋਂ:

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

(ii) ਪਾਤਰ ਚਿਤਰਨ।

(ਪੰਜ ਵਿੱਚੋਂ ਦੋ) $2 \times 6 = 12$ ਅੰਕ

4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

(ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 09 ਅੰਕ

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

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

$15 \times 2 = 30$ ਅੰਕ

ਸਹਾਇਕ ਪਾਠ-ਸਮੱਗਰੀ

1. ਹਰਕੀਰਤ ਸਿੰਘ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਬਾਹਰੀ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ, 1973.
2. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਵਿਆਕਰਨ (ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਦਾ ਵਿਸ਼ਾ ਕੋਸ਼), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2000.
3. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ, 2008.
4. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਸਿਧਾਂਤਕ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
5. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਸ੍ਰੋਤ ਤੇ ਬਣਤਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 1996.
6. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਰੂਪ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
7. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਨ, (I, II ਅਤੇ III), ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ।
8. ਸੁਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ, 1999.
9. ਖੋਜ ਪਤ੍ਰਿਕਾ (ਗਲਪ ਵਿਸ਼ੇਸ਼ ਅੰਕ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ.
10. ਡਾ. ਗੁਰਪਾਲ ਸਿੰਘ ਸੰਧੂ, ਪੰਜਾਬੀ ਨਾਵਲ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ.

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

ਸਮੈਸਟਰ ਦੂਜਾ

ਕੁਲ ਅੰਕ : 100	ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ	ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09
ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ	ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26
ਸਮਾਂ : 3 ਘੰਟੇ	(ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

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

ਭਾਗ-ਅ-1. ਵਪਾਰਕ ਪੱਤਰ

ਅ-2. ਵਿਆਕਰਣ: (i) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ, ਮੂਲ ਰੂਪ, ਅਗੇਤਰ, ਪਛੇਤਰ, ਵਿਉਂਤਪਤ ਰੂਪ ਅਤੇ ਰੂਪਾਂਤਰੀ ਰੂਪ।

(ii) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ: ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ ਅਤੇ ਅੰਤਰ-ਸਬੰਧ
ਪੰਜਾਬੀ ਉਪ-ਭਾਸ਼ਾਵਾਂ ਤੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਭਾਗ-ੲ ਉਪਰੋਕਤ ਸਿਲੇਬਸ ਤੇ ਅਧਾਰਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਸਿਲੇਬਸ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਪੇਪਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਓ, ਅ ਅਤੇ ਏ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।
3. ਭਾਗ ਓ ਵਿੱਚੋਂ:
 - (i) ਕਿਸੇ ਇਕ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ/ਲੇਖਕਾਂ ਦੇ ਯੋਗਦਾਨ ਜਾਂ ਨਿਬੰਧ ਕਲਾ ਬਾਰੇ ਪ੍ਰਸ਼ਨ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ
 - (ii) ਨਿਬੰਧਾਂ ਵਿਚਲੇ ਵਿਚਾਰਾਂ ਸਬੰਧੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ। (ਪੰਜ ਵਿੱਚੋਂ ਦੋ) $2 \times 6 = 12$ ਅੰਕ
4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਪੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 09 ਅੰਕ
ਅ-2 ਦੇ ਦੋਵਾਂ ਭਾਗਾਂ ਵਿੱਚੋਂ ਇਕ-ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ ਅਤੇ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋਵਾਂ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਹੋਵੇਗਾ।
12 ਅੰਕ
5. ਭਾਗ-ੲ ਪਾਠ ਪੁਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਅਤੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 15 (ਪਾਠ ਪੁਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਵਿੱਚੋਂ 7 ਅਤੇ ਵਿਆਕਰਣ ਵਿੱਚੋਂ 8) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ।
ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ। $15 \times 2 = 30$ ਅੰਕ

ਸਹਾਇਕ ਪਾਠ-ਸਮੱਗਰੀ

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

BBA-102: BUSINESS ECONOMICS-I

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

Course Input:

Part-I

Nature and Scope of Economics; Consumer's Behavior; Utility Approach: Brief Outline of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility; Indifference Curve Approach: Consumer Equilibrium; Income, Price and Substitution Effect. Revealed Preference Theory; Meaning of Demand and Its Types; Law of Demand; Derivation of Law of Demand. Elasticity of Demand: its measurement: Price, Income and Cross Elasticities of Demand.

Theory of Production

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

Part-II

Theory of Cost :

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

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

Equilibrium of Firm and Industry:

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

Recommended Readings:

Koutosoyianni's : Modern Micro Economics

Ahuja, H.L. : Advanced Economic Theory

Stonies and Hague :A Textbook of Economic Theory

BBA-103: BUSINESS MATHEMATICS

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

Course Input :

Part-I

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

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

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

Part-II

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

Recommended Readings:

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

BBA-104: BUSINESS ORGANIZATION AND MANAGEMENT PRINCIPLES -I

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

Course Input :

Part-I

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

Part-II

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

Recommended readings:

Robbins :Organisation Behaviour (Prentice Hall)

Fred Luthans :Organisation Behavior(Mc.Graw Hill)

L.M Prasad	:Organisation Behavior(Sultan Chand and sons)
Gupta Joshi	:Organisation Behavior(Kalyani)
R.N. Gupta	:Business Organisation and Management(S.Chand)
Koontz And Weihrich	:Essentials Of Management (Tata Mc Graw Hill)
P.C Tulsian	: Business organisation and Management
C.B Gupta	: Modern Business organisation and Management(Sultan Chand and Sons)

BBA-105: WORKSHOP ON COMPUTER APPLICATIONS IN BUSINESS

Internal Evaluation: 50 Marks

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

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

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

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

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

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

Recommended Readings:

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

BBA 106- SEMINAR

Internal Evaluation: 50 Marks

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

B.B.A Part I

SECOND SEMESTER

BBA-201: COMMUNICATION SKILLS IN PUNJABI /ELEMENTARY PUNJABI

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

Course Input:

gzikph bklwh (w[ZYbk frnkB) Gkr gfjbk

;w?;No gfjbk

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

- 4H toDkswe gqPB Bk g[ZS/ ikD.
- 5H ftfdnkoEh B{z fbgh dk p'X eotkT[D bJh X[BhnK, fbgh fuzBQK dh gSkD ns/ tos'A ;pzXh ;zy/g
gqPB g[ZS/ ikD. b'V nB[;ko ftfdnkoEhnK B{z S'N iK u'D d/Dh bklwh j?.
- 6H gzikph Ppdktbh d/ ;ko/ GkrK ftu'A gqPB g[ZS/ ikD. b'V nB[;ko u'D ns/ S'N fdZsh ikt/.

Course Input:

gzikph bklwh (w[ZYbk frnkB) Gkr gfjbk

;w?;No d{ik

e[b nze L 100		ftP/ ftu gk; j'D bJh nze L 35	
nzdo{Bh w[bKeD L 25 nze		nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 09	
pkjoh gqhfynk L 75 nze		pkjoh gqhfynk ftu'A gk; j'D bJh nze L 26	
;wK L 3 xzN/		(nfXnkgB 6 ghohnv gqsh j sk)	
f;b/p s/ gkm^g[;sek			
Gkr^T	(1)	Ppd gqpzX L Ppd i'VK dh tos'A	
	(T)	d' nZyoh PpdK d/ Ppd^i'V	
	(n)	fszB nZyoh PpdK d/ Ppd^i'V	
	(J)	pj[nZyoh PpdK d/ Ppd^i'V	15
nze			
	(2)	PpdK dhNk Pq/DhnK s/ ftneoBe torK dh gSkD	
	(T)	PpdK dhNk Pq/DhnK dk f;XKs, gSkD s/ tos'A	
		(BKt, gVBKt, ftP/PD, fefonk, fefonk ftP/PD nkfd)	
	(n)	ftnkeoBe toerK dh gSkD s/ tos'A	
		(fbzr, tuB, g[oy, ekb nkfd)	10
nze			
Gkr^n (1)		Ppd pDsoK s/ ftnkeoBe fJekJhnK dk f;XKs s/ tos'A	
	(T)	gzikph Ppd pDsoK dk f;XKs s/ tos'A	
		(nr/so, fgS/so, ;wk;, d[jo[esh)	
	(n)	ftnkeoBe fJekJhnK dk f;XKs, gSkD s/ tos'A	
		(tkezP, T[g^tke s/ tke)	10
nze			
		(tkezP, T[g^tke s/ tke)	
	(J)	PpdK dk ftnkeoBe w/bL f;XKs s/ ftjko	10
nze			
	(2)	ftPokw fuzBQK dh gSkD s/ tos'A.	10
nze			
Gkr^J		;ko/ f;b/p; *s/ nkXkfos nkpi?efNt NkJhg gqPB .	
30%1&30			

nze tzv s/ g/go ;?~No bJh fjdkfJsK

- 1H ftfdnkoEh gfjbh tko r[ow[yh fbgh f;Zy oj/ jB. j' ;edk j? ftfdnkoEh gzikph GkPk s'A nBikD j'D. ;',
gqPBK d/ gZXo ftfdnkoEhnK dh ;hwK B{z fXnkB ftu oZy e/ fBPfus ehsk ikt/.
- 2H ;ko/ GkrK ftu'A gqPB g[ZS/ ikD.
- 3H ;ob s/ ;gPN gqPB g[ZS/ ikD.
- 4H toDkswe gqPB Bk g[ZS/ ikD.
- 5H ftfdnkoEh ftnkeoB dh w[ZYbh ikDekoh ;pzXh ;zy/g gqPB g[ZS/ ikD. b'V nB[;ko ftfdnkoEh B{z
S'N iK u'D d/Dh bklwh j?.

;jklJe gkm ;wZroh

- 1H ;fsBkw f;zx ;zX{, nkU gzikph f;ZfyhJ/, gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk, 2011
(fjzdh s'A gzikph f;ZyD bJh)
- 2H ;fsBkw f;zx ;zX{, r[ow[h f;Zy', gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk, 2011 (nqrq/lh
s'A gzikph f;ZyD bJh)
- 3H ;hsk okw pkjoh, gzikph f;ZfyhJ/, gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk, 2002 (fjzdh) 4H okiftzdo
f;zx, gzikph frnkB ;hHvhH (ezfgT{No n?gbhe/PB N{^boB n?Av Nhu gzikph),
gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk 2011H

BBA-202: COMMUNICATION SKILLS IN ENGLISH

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

Course Input:

Part-I

5.

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

Part-II

Language and Society, Style and Registers. Language and Communication Fundamentals of Broadcasting. Radio as a Communication of Broadcasting. Radio as a Communication of Broadcasting TV Network in India and Education TV- Current Affairs and General Knowledge.

For Practical:

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

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

Recommended Readings:

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

BBA-203: BUSINESS ECONOMICS-II

Time Allowed : 3 Hrs.

Max Marks: 100

Theory : 60

Internal Assessment : 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

COURSE INPUT:

PART – I

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

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

Rent : Ricardian and Modern Theory;

Profit : Dynamic Theory; Risk theory; Uncertainty theory.

Part – II

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

National Income: Definition and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method Problems in Measurement of National Income.

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

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

Recommended Readings:

Ackley, G : Macroeconomic Theory, Macmillan, New York

Ahuja, H.L : Advanced Economic Theory

Koutsoyianni : Modern Micro Economics

Stonnie & Hague : A Textbook of Economic Theory.

BBA-204: BUSINESS STATISTICS

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

COURSE INPUT:

PART – I

Statistics: Introduction, Importance and Scope of Statistics

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

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

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

PART – II

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

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

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

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

Recommended Readings:

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

BBA-205: BUSINESS ORGANIZATION AND MANAGEMENT PRINCIPLES-II

Time Allowed : 3 Hrs.

Max Marks: 100

Theory : 60

Internal Assessment : 40

Instructions for Paper-setters/Examiners

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

Section-A

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

Section-B

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

Section- C

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

Course Input:

Part-I

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

Part – II

Organizational Behavior: Concept, Scope, Significance, OB Model, Historical Perspective of OB, Evolution of OB, Emerging Trends and Future Prospects. Individual Behavior: Conceptual Framework for Understanding the Individual Behavior as an input – output system, Biological Foundations of Behavior, Sensation Cognitive Process Beliefs. Values: Importance, Sources of Value System, Type of Values. Group: Definition, Classification, Why do people join Group, Usefulness of Groups in Organizations, Nature and Significance of Informal Groups. Group Dynamics: Methods of Group Analysis, Group Behavior Model, Contingency Variables that effect Group Behavior, Group Cohesiveness. Group Decision Making: Nature, Process, Styles, How do Groups make Decisions, Advantages & Disadvantages, Strategies of Improving Group Decisions.

Recommended Readings:

Robbin:	Organisation Behaviour (Prentice - Hall)
Fred Luthans:	Organisation Behaviour (Mcgraw - Hill)Sons)
Gupta-Joshi:	Organisation Behaviour (Kalyani)
R.N. Gupta:	Business Organization And Management (S.Chand)
Gupta- Sharma:	Principles And Practice Of Management (Kalyani)
Koontz & Weihrich:	Business Organization And Management (Pearson Education)
C.B. Gupta:	Modern Business Organisation And Management (Sultan Chand &Sons)

BBA- 206: WORKSHOPS ON INTERNET AND E-COMMERCE

Internal Evaluation – 50 marks

Introduction to Electronic Commerce

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

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

World Wide Web

Brief History of Web; What exactly is the Web? Why is the Web such a hit? The Web and Ease of use, The Web and Ease of Publishing, The Web as New Distribution Channel, The web and Network Centric Computing, The web and New Intra Business Applications. The Web and Electronic Commerce.

Firewalls and Transaction Security

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

Electronic Payment System

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

BBA-207: SEMINAR

Internal Evaluation: 50 Marks

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

BBA-208: VIVA VOCE

External Evaluation: 100 Marks

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

61

PUNJABI UNIVERSITY, PATIALA

**ORDINANCES
AND
OUTLINES OF TESTS,
SYLLABI AND COURSES OF READING
FOR
BACHELOR OF BUSINESS
ADMINISTRATION (B.B.A.)
Part-II (Semester III & IV)
FOR
SESSIONS**

2015-2016, 2016-2017 and 2017-2018



**PUBLICATION BUREAU
PUNJABI UNIVERSITY, PATIALA**

(All Copyright Reserved with the University)

Price :
(Excluding Postage)

ਵਿਦਿਆਰਥੀਆਂ ਲਈ ਜ਼ਰੂਰੀ ਹਦਾਇਤਾਂ

1. ਇਕ ਅਕਾਦਮਿਕ ਸਾਲ ਤੋਂ ਵਧੇਰੇ ਸਮੇਂ ਦੇ ਸੰਗਠਿਤ ਕਿਸੇ ਕੋਰਸ ਵਿੱਚ, ਜਦੋਂ ਕੋਈ ਵਿਦਿਆਰਥੀ ਦਾਖਲਾ ਲੈਣ ਉਪਰੰਤ ਪ੍ਰੀਖਿਆ ਦਿੰਦਾ ਹੈ ਤਾਂ ਉਸ ਸਮੇਂ ਪ੍ਰਚਲਿਤ ਅਧਿਆਦੇਸ਼ ਅਕਾਦਮਿਕ ਸਾਲ ਦੇ ਦੌਰਾਨ ਜਾਂ ਅੰਤ ਵਿੱਚ ਹੋਈ ਪ੍ਰੀਖਿਆ ਲਈ ਲਾਗੂ ਸਮਝੇ ਜਾਣਗੇ ਪਰ ਯੂਨੀਵਰਸਿਟੀ ਅਧਿਆਦੇਸ਼ਾਂ ਅਧੀਨ ਅਜਿਹੀ ਕੋਈ ਸ਼ਰਤ/ਬੰਦਸ਼ ਨਹੀਂ ਕਿ ਸੰਗਠਿਤ ਕੋਰਸ ਵਿੱਚ ਦਾਖਲੇ ਉਪਰੰਤ ਯੂਨੀਵਰਸਿਟੀ ਵੱਲੋਂ ਸੰਬੰਧਤ ਅਧਿਆਦੇਸ਼ਾਂ ਵਿੱਚ ਕੋਈ ਤਰਮੀਮ ਨਹੀਂ ਕੀਤੀ ਜਾ ਸਕਦੀ। ਲੋੜ ਅਨੁਸਾਰ ਸੋਧੇ ਹੋਏ ਅਧਿਆਦੇਸ਼ ਨਵੇਂ ਜਾਂ ਪੁਰਾਣੇ ਹਰ ਕਿਸਮ ਦੇ ਵਿਦਿਆਰਥੀਆਂ ਤੇ ਇਕ ਸਮਾਨ ਲਾਗੂ ਹੋਣਗੇ।
2. ਕੋਈ ਵੀ ਵਿਦਿਆਰਥੀ ਇਕੋ ਕੈਲੰਡਰ ਵਰ੍ਹੇ ਵਿੱਚ ਹੋਣ ਵਾਲੇ ਦੋ ਮੁੱਖ (Major) ਇਮਤਿਹਾਨਾਂ ਵਿੱਚ ਨਹੀਂ ਬੈਠ ਸਕਦਾ।
3. ਜੇਕਰ ਕੋਈ ਵਿਦਿਆਰਥੀ ਇਕੋ ਸੈਸ਼ਨ ਵਿੱਚ ਦੋ ਇਮਤਿਹਾਨਾਂ (Major and Minor) ਲਈ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ/ਫੀਸ ਭਰਦਾ ਹੈ ਤਾਂ ਡੇਟ-ਸ਼ੀਟ ਵਿਚ ਮਿਤੀਆਂ ਦੇ ਕਿਸੇ ਟਕਰਾ ਦੀ ਸੂਰਤ ਵਿੱਚ ਉਹ ਕੇਵਲ ਇਕ ਹੀ ਇਮਤਿਹਾਨ ਵਿੱਚ ਬੈਠ ਸਕੇਗਾ। ਅਜਿਹੀ ਹਾਲਤ ਵਿੱਚ ਉਸ ਦਾ ਕੋਈ ਕਾਨੂੰਨੀ ਹੱਕ ਨਹੀਂ ਕਿ ਉਹ ਇਕੋ ਹੀ ਸਮੇਂ ਦੋ ਇਮਤਿਹਾਨ ਦੇ ਸਕੇ। ਇਸ ਸੂਰਤ ਵਿੱਚ ਦੂਸਰੀ ਪ੍ਰੀਖਿਆ ਲਈ ਜਮ੍ਹਾਂ ਕਰਵਾਈ ਫੀਸ ਵਾਪਸ ਨਹੀਂ ਕੀਤੀ ਜਾਵੇਗੀ।
4. ਜਿੱਥੇ ਯੂਨੀਵਰਸਿਟੀ ਦੇ ਆਪਣੇ ਕਾਰਨਾਂ ਕਰਕੇ ਵਿਦਿਆਰਥੀ ਦਾ ਨਤੀਜਾ ਲੇਟ ਘੋਸ਼ਿਤ ਹੁੰਦਾ ਹੈ, ਉੱਥੇ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਦੇ ਕੇਸਾਂ ਨੂੰ ਛੱਡ ਕੇ, ਅਗਲੇ ਇਮਤਿਹਾਨ ਲਈ ਫਾਰਮ/ਫੀਸ ਦੇਣ ਹਿੱਤ ਵਿਦਿਆਰਥੀ ਨੂੰ ਨਤੀਜਾ ਕਾਰਡ ਤੇ ਅੰਕਿਤ ਮਿਤੀ ਤੋਂ 15 ਦਿਨ ਦਾ ਸਮਾਂ ਬਿਨਾਂ ਲੇਟ ਫੀਸ ਤੋਂ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਉਪਰੰਤ ਸ਼ਿਡਿਊਲ ਅਨੁਸਾਰ ਬਣਦੀ ਲੇਟ ਫੀਸ ਚਾਰਜ ਕੀਤੀ ਜਾਵੇਗੀ। ਵਿਦਿਆਰਥੀ ਦੇ ਆਪਣੇ ਕਾਰਨਾਂ ਕਰਕੇ ਲੇਟ ਘੋਸ਼ਿਤ ਨਤੀਜਿਆਂ ਵਿੱਚ ਕਿਸੇ ਵੀ ਮੰਤਵ ਲਈ ਬਿਨਾਂ ਲੇਟ ਫੀਸ ਤੋਂ ਕੋਈ ਸਮਾਂ ਨਹੀਂ ਦਿੱਤਾ ਜਾਵੇਗਾ ਪਰ ਅਜਿਹੇ ਕੇਸਾਂ ਵਿੱਚ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਦੀ ਇਜਾਜ਼ਤ ਨਹੀਂ ਹੋਵੇਗੀ।
5. ਕੋਈ ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਪ੍ਰੀਖਿਆ ਲਈ ਕੇਵਲ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ/ਫੀਸ ਜਾਂ ਪ੍ਰੀਖਿਆ ਦਾ ਨਤੀਜਾ ਆਉਣ ਤੇ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਲਈ ਫਾਰਮ/ਫੀਸ ਦੇਣ/ਜਮ੍ਹਾਂ ਕਰਵਾਉਣ ਨਾਲ ਹੀ ਪ੍ਰੀਖਿਆ/ਅਗਲੀ ਪ੍ਰੀਖਿਆ ਵਿੱਚ ਬੈਠਣ ਦਾ ਹੱਕਦਾਰ ਨਹੀਂ ਹੋਵੇਗਾ।

6. ਜਿਨ੍ਹਾਂ ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਹੇਠਲੀ ਪ੍ਰੀਖਿਆ ਪੰਜਾਬ ਸਕੂਲ ਐਜੂਕੇਸ਼ਨ ਬੋਰਡ/ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਤੋਂ ਇਲਾਵਾ ਕਿਸੇ ਹੋਰ ਬੋਰਡ/ਯੂਨੀਵਰਸਿਟੀ ਤੋਂ ਪਾਸ ਕੀਤੀ ਹੋਵੇ, ਉਨ੍ਹਾਂ ਨੂੰ ਆਪਣੇ ਅਸਲੀ ਪ੍ਰਮਾਣ ਪੱਤਰ, ਵਿਸਤ੍ਰਿਤ ਅੰਕ-ਬਿਉਰਾ ਕਾਰਡ, ਡਿਗਰੀ ਅਤੇ ਮਾਈਗ੍ਰੇਸ਼ਨ ਸਰਟੀਫਿਕੇਟ ਆਦਿ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਦੇ ਨਾਲ ਦੇਣੇ ਹੋਣਗੇ, ਜਿਨ੍ਹਾਂ ਦੇ ਆਧਾਰ 'ਤੇ ਉਨ੍ਹਾਂ ਨੇ ਪ੍ਰੀਖਿਆ ਦੇਣੀ ਹੈ। ਅਜਿਹਾ ਨਾ ਕਰਨ 'ਤੇ ਉਨ੍ਹਾਂ ਦੀ ਪ੍ਰੀਖਿਆ ਲਈ ਪਾਤਰਤਾ ਰੱਦ ਕਰ ਦਿੱਤੀ ਜਾਵੇਗੀ ਪਰ ਜੇਕਰ ਕੋਈ ਵਿਦਿਆਰਥੀ ਮਾਈਗ੍ਰੇਸ਼ਨ ਸਰਟੀਫਿਕੇਟ ਸਮੇਂ ਸਿਰ ਨਹੀਂ ਭੇਜਦਾ ਤਾਂ ਉਹ 1000/- ਰੁਪਏ (ਜਾਂ ਉਸ ਸਮੇਂ ਜੋ ਵੀ ਲਾਗੂ ਹੋਵੇ) ਜੁਰਮਾਨਾ ਫੀਸ ਨਾਲ ਭੇਜ ਸਕਦਾ ਹੈ।
7. ਜੇਕਰ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਵਿੱਚ ਕੋਈ ਤਰੁੱਟੀ ਪਾਈ ਗਈ, ਜਿਵੇਂ ਵਿਦਿਆਰਥੀ ਦੇ ਹਸਤਾਖਰ ਜਾਂ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਤਸਦੀਕ ਕਰਨ ਵਾਲੇ ਅਧਿਕਾਰੀ ਦੇ ਹਸਤਾਖਰ, ਅਹੁਦਾ ਤੇ ਮੋਹਰ ਦਾ ਨਾ ਹੋਣਾ, ਰਜਿਸਟ੍ਰੇਸ਼ਨ ਨੰਬਰ, ਪਹਿਲੇ ਇਮਤਿਹਾਨਾਂ ਦੇ ਰੋਲ ਨੰਬਰ, ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਦੇ ਇੰਦਰਾਜ ਦਾ ਨਾ ਹੋਣਾ, ਅਸਲ ਅੰਕ-ਬਿਉਰਾ-ਕਾਰਡ ਜਾਂ ਡਿਗਰੀ ਦਾ ਨਾ ਦੇਣਾ, ਜਾਂ ਪ੍ਰੀਖਿਆ ਫੀਸ/ਲੇਟ ਫੀਸ ਘੱਟ ਜਮ੍ਹਾਂ ਕਰਵਾਈ ਹੋਣੀ ਆਦਿ, ਤਾਂ ਅਜਿਹੀਆਂ ਤਰੁੱਟੀਆਂ ਦੂਰ ਕਰਵਾਉਣ ਹਿੱਤ ਵਿਦਿਆਰਥੀ ਵੱਲੋਂ ਦਫਤਰ ਨੂੰ ਲੋੜੀਂਦੇ ਦਸਤਾਵੇਜ਼ ਪੇਸ਼ ਕਰਨ ਸਮੇਂ 200/- ਰੁਪਏ (ਜਾਂ ਸਮੇਂ ਤੇ ਜੋ ਵੀ ਲਾਗੂ ਹੋਵੇ) ਦੀ ਤਰੁੱਟੀ ਫੀਸ ਵੱਖਰੀ ਜਮ੍ਹਾਂ ਕਰਵਾਉਣੀ ਹੋਵੇਗੀ ਤਾਂ ਹੀ ਉਹ ਤਰੁੱਟੀ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਵਿੱਚੋਂ ਦੂਰ ਕੀਤੀ ਜਾਵੇਗੀ। ਵਿਦਿਆਰਥੀ ਇਹ ਤਰੁੱਟੀਆਂ ਪ੍ਰੀਖਿਆ ਲਈ ਦਾਖਲਾ ਫਾਰਮ/ਫੀਸ ਪ੍ਰਾਪਤੀ ਦੀ ਅੰਤਿਮ ਮਿਤੀ ਤੋਂ ਪਹਿਲਾਂ-ਪਹਿਲਾਂ ਲੋੜੀਂਦੇ ਦਸਤਾਵੇਜ਼ਾਂ ਦੀ ਪੂਰਤੀ ਕਰਦੇ ਹੋਏ ਉਪਰ ਦਰਸਾਈ ਤਰੁੱਟੀ ਫੀਸ ਨਾਲ ਦੂਰ ਕਰਵਾ ਸਕਦੇ ਹਨ। ਅੰਤਿਮ ਮਿਤੀ ਤੋਂ ਬਾਅਦ, ਵਿਸ਼ੇਸ਼ ਹਾਲਾਤ ਵਿੱਚ, ਤਰੁੱਟੀ ਦੂਰ ਕਰਵਾਉਣ ਦੀ ਫੀਸ ਚੀਫ ਕੋ-ਆਰਡੀਨੇਟਰ ਪ੍ਰੀਖਿਆਵਾਂ ਵੱਲੋਂ ਮੌਕੇ ਤੇ ਲਏ ਫੈਸਲੇ ਅਨੁਸਾਰ ਵੱਖਰੇ ਤੌਰ ਤੇ ਨਿਰਧਾਰਿਤ ਕੀਤੀ ਜਾਵੇਗੀ।
8. ਵਿਦਿਆਰਥੀ ਪੂਰੀ ਫੀਸ ਬੈਂਕ ਡਰਾਫਟ ਰਾਹੀਂ ਭੇਜੇ। ਬੈਂਕ ਡਰਾਫਟ-ਰਜਿਸਟਰਾਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ ਦੇ ਨਾਮ ਹੋਵੇ ਜਾਂ ਫੀਸ ਯੂਨੀਵਰਸਿਟੀ ਖਜਾਨਚੀ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ ਕੋਲ ਕਾਊਂਟਰ ਤੇ ਵੀ ਜਮ੍ਹਾਂ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।
9. ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਭਰਨ ਤੋਂ ਪਹਿਲਾਂ ਵਿਦਿਆਰਥੀ ਇਹ ਜ਼ਰੂਰ ਜਾਂਚ ਲਵੇ ਕਿ ਚਲੰਤ ਪਾਠ-ਕ੍ਰਮ (ਸਿਲੇਬਸ) ਕੀ ਹੈ ? ਪ੍ਰੀਖਿਆ ਨਾਲ ਸੰਬੰਧਿਤ ਨਵੇਂ ਨਿਯਮ ਕੀ ਹਨ? ਇਹ ਨਿਯਮ ਮੁਖੀ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ ਪਾਸੋਂ ਨਿਸ਼ਚਿਤ ਅਦਾਇਗੀ ਦੁਆਰਾ ਹਾਸਲ ਕੀਤੇ ਜਾ ਸਕਦੇ ਹਨ।
10. ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਸਮੇਂ ਪੂਰੇ ਵਿਸ਼ਿਆਂ ਦੀ ਪ੍ਰੀਖਿਆ ਦੇਣ ਉਪਰੰਤ ਰੀ-ਅਪੀਅਰ ਆਉਣ ਦੀ ਸੂਰਤ ਵਿੱਚ ਰੀ-ਅਪੀਅਰ ਲਈ ਨਿਰਧਾਰਿਤ ਪਹਿਲੇ ਮੌਕੇ ਲਈ ਉਸੇ

ਸਾਲ ਦੀ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਦਾ ਸਿਲੇਬਸ ਲਾਗੂ ਹੋਵੇਗਾ। ਪਰ ਗੈ-ਅਪੀਅਰ ਦੇ ਦੂਸਰੇ ਮੌਕੇ ਲਈ ਅਗਲੀ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਦਾ ਚਾਲੂ (Current) ਸਿਲੇਬਸ ਲਾਗੂ ਹੋਵੇਗਾ : ਫੇਲ੍ਹ ਇਮਪਰੂਵਮੈਂਟ, ਵਿਸ਼ੇਸ਼ ਮੌਕਾ ਆਦਿ ਕੇਸਾਂ ਵਿੱਚ ਵੀ ਉਸੇ ਸਾਲ ਦਾ ਚਾਲੂ (Current) ਸਿਲੇਬਸ ਲਾਗੂ ਹੋਵੇਗਾ।

11. ਰੈਗੂਲਰ, ਪ੍ਰਾਈਵੇਟ ਜਾਂ ਪੱਤਰ-ਵਿਹਾਰ ਸਿੱਖਿਆ ਰਾਹੀਂ ਪ੍ਰੀਖਿਆ ਦੇਣ ਵਾਲੇ ਸਾਰੇ ਵਿਦਿਆਰਥੀ ਆਪਣੀਆਂ 5×4 ਸੈਂਟੀਮੀਟਰ ਸਾਈਜ਼ ਦੀਆਂ ਬਿਨਾ ਗੋਗਲਜ਼ ਤੋਂ ਇਕੋ ਨੈਗੇਟਿਵ ਤੋਂ ਤਿਆਰ ਕੀਤੀਆਂ ਨਵੀਨਤਮ ਫੋਟੋਆਂ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਵਿੱਚ ਨਿਸ਼ਚਿਤ ਥਾਂ ਤੇ ਚਿਪਕਾਉਣ। ਇਨ੍ਹਾਂ ਫੋਟੋਆਂ ਤੇ ਵਿਦਿਆਰਥੀ ਆਪਣੇ ਹਸਤਾਖਰ ਕਰੇਗਾ ਤੇ ਪਿਤਾ ਦਾ ਨਾਂ, ਪ੍ਰੀਖਿਆ ਅਤੇ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਦਾ ਨਾਂ ਲਿਖੇਗਾ। ਸਜਾਯਾਫ਼ਤਾ ਜਾਂ ਲੇਟ ਕਾਲਿਜ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਕੇਸ ਵਿੱਚ ਇਹਨਾਂ ਫੋਟੋਆਂ ਤੇ ਉਹੀ ਅਧਿਕਾਰੀ ਹਸਤਾਖਰ ਕਰੇਗਾ, ਜਿਸ ਨੇ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਤਸਦੀਕ ਕੀਤਾ ਹੋਵੇ।
12. ਰੋਲ ਨੰਬਰ ਜਾਰੀ ਹੋਣ ਦੇ ਬਾਵਜੂਦ ਵੀ ਪਾਤਰਤਾ ਬਾਰੇ ਰਹੀ ਕੋਈ ਤਰੁੱਟੀ ਨੋਟਿਸ ਵਿੱਚ ਆਉਣ ਤੇ ਪ੍ਰੀਖਿਆ ਲਈ ਪਾਤਰਤਾ ਅਤੇ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਕਿਸੇ ਵੀ ਸਮੇਂ ਰੱਦ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ। ਅਜਿਹੇ ਕੇਸਾਂ ਵਿੱਚ ਜ਼ਿੰਮੇਵਾਰੀ ਵਿਦਿਆਰਥੀ ਦੀ ਆਪਣੀ ਹੋਵੇਗੀ।
13. ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਬਦਲਣ ਲਈ ਨਿਰਧਾਰਤ ਫਾਰਮ ਤੇ ਦਿੱਤੀ ਗਈ ਹਰ ਤਰ੍ਹਾਂ ਨਾਲ ਮੁਕੰਮਲ ਅਰਜ਼ੀ ਤੇ ਹੀ ਗੌਰ ਕੀਤੀ ਜਾਵੇਗੀ। ਨਿਰਧਾਰਤ ਬਿਨੈ-ਫਾਰਮ, ਦੋ ਤਸਦੀਕ-ਸ਼ੁਦਾ ਫੋਟੋਆਂ ਅਤੇ 1000/- ਰੁਪਏ (ਜਾਂ ਸਮੇਂ ਤੇ ਜੋ ਵੀ ਲਾਗੂ ਹੋਵੇ) ਦੀ ਫੀਸ, ਜੋ ਰਜਿਸਟਰਾਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ ਦੇ ਨਾਮ ਬੈਂਕ ਡਰਾਫਟ ਰਾਹੀਂ ਜਾਂ ਯੂਨੀਵਰਸਿਟੀ ਖਜਾਨਚੀ ਕੋਲ ਜਮ੍ਹਾਂ ਕਰਵਾਈ ਗਈ ਹੋਵੇ, ਦੀ ਰਸੀਦ ਸਹਿਤ ਡਿਪਟੀ ਰਜਿਸਟਰਾਰ (ਪ੍ਰੀਖਿਆਵਾਂ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ ਨੂੰ ਰਜਿਸਟਰਡ ਡਾਕ ਰਾਹੀਂ ਭੇਜਿਆ ਜਾਵੇ। ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਬਦਲਣ ਲਈ ਬਿਨੈ-ਪੱਤਰ ਪ੍ਰੀਖਿਆ ਲਈ ਫਾਰਮ/ਫੀਸ ਪ੍ਰਾਪਤੀ ਦੀ ਅੰਤਿਮ ਮਿਤੀ ਤੋਂ ਪਹਿਲਾਂ-ਪਹਿਲਾਂ ਦਫ਼ਤਰ ਵਿੱਚ ਪੁੱਜਣਾ ਚਾਹੀਦਾ ਹੈ। ਚੀਫ਼ ਕੋ-ਆਰਡੀਨੇਟਰ ਪ੍ਰੀਖਿਆਵਾਂ ਤੋਂ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਬਦਲਣ ਦੀ ਪ੍ਰਵਾਨਗੀ ਦੀ ਚਿੱਠੀ ਮਿਲਣ ਤੋਂ ਬਿਨਾਂ ਕਿਸੇ ਵਿਦਿਆਰਥੀ ਦਾ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਇਕ ਥਾਂ ਤੋਂ ਦੂਜੀ ਥਾਂ ਬਦਲਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਪੱਕੀ ਨਹੀਂ ਮੰਨੀ ਜਾਵੇਗੀ। ਜੇ ਕੋਈ ਵਿਦਿਆਰਥੀ ਯੂਨੀਵਰਸਿਟੀ ਵੱਲੋਂ ਅਲਾਟ ਕੀਤੇ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਦੀ ਬਜਾਏ ਕਿਸੇ ਹੋਰ ਕੇਂਦਰ ਵਿੱਚ ਇਮਤਿਹਾਨ ਦਿੰਦਾ ਹੈ ਤਾਂ ਉਸ ਦੀਆਂ ਉੱਤਰ-ਕਾਪੀਆਂ ਰੱਦ ਕਰ ਦਿੱਤੀਆਂ ਜਾਣਗੀਆਂ। ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਬਦਲਣ ਲਈ ਬੇਨਤੀ ਉੱਤੇ ਕੇਵਲ ਇਨ੍ਹਾਂ ਸੂਰਤਾਂ ਵਿੱਚ ਹੀ ਵਿਚਾਰ ਕੀਤਾ ਜਾਵੇਗਾ :

ਵਿਦਿਆਰਥੀ ਦੀ ਨੌਕਰੀ ਵਿੱਚ ਤਬਾਦਲਾ, ਮਾਤਾ ਪਿਤਾ ਜਾਂ ਗਾਰਡੀਅਨ ਦਾ

ਤਬਾਦਲਾ, ਵਿਦਿਆਰਥੀ ਦੀ ਬਿਮਾਰੀ ਜਿਸ ਲਈ ਉਸ ਨੂੰ ਸਰਕਾਰੀ ਹਸਪਤਾਲ ਤੋਂ ਮੈਡੀਕਲ ਸਰਟੀਫਿਕੇਟ ਜਾਂ ਨੌਕਰੀ ਦਾ ਤਬਾਦਲਾ ਸਰਟੀਫਿਕੇਟ ਸਬੂਤ ਵਜੋਂ ਦੇਣਾ ਹੋਵੇਗਾ।

14. ਪ੍ਰਾਈਵੇਟ ਵਿਦਿਆਰਥੀ ਨੂੰ ਪ੍ਰੀਖਿਆ ਫਾਰਮ ਤਸਦੀਕ ਕਰਾਉਣ ਦੀ ਲੋੜ ਨਹੀਂ।
15. ਪ੍ਰੀਖਿਆਵਾਂ ਦੇ ਕਿਸੇ ਮੰਤਵ ਨਾਲ ਸੰਬੰਧਿਤ ਵਿਦਿਆਰਥੀਆਂ ਵੱਲੋਂ ਭੇਜੇ ਅਧੂਰੇ ਫਾਰਮ ਬਿਨਾਂ ਕਿਸੇ ਸੂਚਨਾ ਦੇ ਰੱਦ ਕਰ ਦਿੱਤੇ ਜਾਣਗੇ। ਇਕ ਵਾਰੀ ਭਰੀ ਹੋਈ ਫੀਸ ਵਾਪਸ ਨਹੀਂ ਕੀਤੀ ਜਾਵੇਗੀ ਅਤੇ ਨਾ ਹੀ ਕਿਸੇ ਅਗਲੇ ਇਮਤਿਹਾਨ ਲਈ ਮੰਨੀ ਜਾਵੇਗੀ, ਬੇਸ਼ੱਕ ਵਿਦਿਆਰਥੀ ਨੇ ਫਾਰਮ ਨਾ ਵੀ ਭੇਜਿਆ ਹੋਵੇ ਜਾਂ ਵਿਦਿਆਰਥੀ ਇਮਤਿਹਾਨ ਦੇਣ ਦੇ ਯੋਗ ਨਾ ਹੋਵੇ ਜਾਂ ਪਹਿਲਾਂ ਭੇਜੇ ਪ੍ਰਮਾਣ ਪੱਤਰਾਂ ਦੇ ਅਕਾਦਮਿਕ ਰਿਕਾਰਡ ਅਨੁਸਾਰ ਉਸ ਦੀ ਪਾਤਰਤਾ ਨਾ ਬਣਦੀ ਹੋਵੇ ਜਾਂ ਹੋਰ ਕੋਈ ਕਾਰਨ ਹੋਵੇ ਜਿਸ ਨਾਲ ਉਸ ਨੂੰ ਇਮਤਿਹਾਨ ਵਿੱਚ ਬੈਠਣ ਦੀ ਮਨਾਹੀ ਹੋਵੇ। ਵਿਦਿਆਰਥੀ ਵੱਲੋਂ ਭੁਲੇਖੇ ਕਾਰਨ ਨਿਰਧਾਰਿਤ ਤੋਂ ਜ਼ਿਆਦਾ ਫੀਸ/ਜੁਰਮਾਨਾ ਫੀਸ ਆਦਿ ਜਮ੍ਹਾਂ ਕਰਵਾਉਣ ਤੇ ਵਾਧੂ ਜਮ੍ਹਾਂ ਕਰਵਾਈ ਰਕਮ ਦੀ ਕੋਈ ਐਡਜਸਟਮੈਂਟ ਜਾਂ ਵਾਪਸੀ ਨਹੀਂ ਹੋਵੇਗੀ।
16. ਜਿਹੜੇ ਵਿਦਿਆਰਥੀ ਐਮ.ਏ. ਦੇ ਇਮਤਿਹਾਨ ਪ੍ਰਾਈਵੇਟ ਵਿਦਿਆਰਥੀਆਂ ਨਾਲ ਸੰਬੰਧਿਤ ਅਧਿਨਿਯਮਾਂ ਅਧੀਨ ਦੇਣਾ ਚਾਹੁੰਦੇ ਹਨ, ਉਹਨਾਂ ਨੂੰ ਵੀ ਆਪਣੇ ਅਸਲੀ ਅੰਕ ਬਿਉਰਾ ਕਾਰਡ ਵਗੈਰਾ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਨਾਲ ਦੇਣੇ ਹੋਣਗੇ, ਭਾਵੇਂ ਉਹਨਾਂ ਨੇ ਹੇਠਲਾ ਇਮਤਿਹਾਨ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਤੋਂ ਹੀ ਕਿਉਂ ਨਾ ਪਾਸ ਕੀਤਾ ਹੋਵੇ।
17. ਪ੍ਰਾਈਵੇਟ ਵਿਦਿਆਰਥੀਆਂ ਨਾਲ ਸੰਬੰਧਿਤ ਨਿਯਮਾਂ ਅਧੀਨ ਐਮ.ਏ. ਦੀ ਪ੍ਰੀਖਿਆ ਦੇਣ ਵਾਲੇ ਜਿਨ੍ਹਾਂ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਹੇਠਲੀ ਪ੍ਰੀਖਿਆ/ਸੰਬੰਧਿਤ ਵਿਸ਼ੇ ਦੇ ਪ੍ਰਾਪਤ ਕੀਤੇ ਅੰਕਾਂ ਦੀ ਪਾਸ ਪ੍ਰਤੀਸ਼ਤਤਾ ਲੋੜੀਂਦੀ ਪਾਸ-ਪ੍ਰਤੀਸ਼ਤਤਾ ਤੋਂ ਘੱਟ ਰਹਿਣ ਕਾਰਨ ਉਹ ਐਮ.ਏ. ਭਾਗ ਪਹਿਲਾ ਲਈ ਪੱਤਰ-ਵਿਹਾਰ ਸਿੱਖਿਆ ਵਿਭਾਗ ਵਿੱਚ ਦਾਖਲਾ ਲੈ ਕੇ ਪ੍ਰੀਖਿਆ ਦਿੰਦੇ ਹਨ, ਉਨ੍ਹਾਂ ਨੂੰ ਉਸੇ ਕਲਾਸ ਦੇ ਭਾਗ ਦੂਜਾ ਦੀ ਪ੍ਰੀਖਿਆ ਵੀ ਪੱਤਰ-ਵਿਹਾਰ ਸਿੱਖਿਆ ਵਿਭਾਗ ਵਿੱਚ ਦਾਖਲਾ ਲੈ ਕੇ ਦੇਣੀ ਹੋਵੇਗੀ, ਅਜਿਹੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਭਾਗ-ਦੂਜਾ ਦੀ ਪ੍ਰੀਖਿਆ ਪ੍ਰਾਈਵੇਟ ਤੌਰ ਤੇ ਦੇਣ ਦੀ ਆਗਿਆ ਨਹੀਂ ਹੈ।
18. ਅਸਲ ਵਿੱਦਿਅਕ ਯੋਗਤਾ ਸਰਟੀਫਿਕੇਟਾਂ ਤੋਂ ਬਿਨਾਂ ਵਿਦਿਆਰਥੀ ਦੁਆਰਾ ਦਿੱਤੇ ਹੋਰ ਸਾਰੇ ਅਸਲ ਦਸਤਾਵੇਜ਼ ਜੋ ਪ੍ਰੀਖਿਆ ਲਈ ਉਸ ਦੀ ਪਾਤਰਤਾ ਪੱਕੀ ਕਰਨ ਨਾਲ ਸੰਬੰਧਿਤ ਹੋਣ, ਵਾਪਿਸ ਨਹੀਂ ਕੀਤੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਹ ਚਾਹੀਦਾ ਹੈ ਕਿ ਉਹ ਉਹਨਾਂ ਪ੍ਰਮਾਣ ਪੱਤਰਾਂ ਦੀ ਨਕਲ ਆਪਣੇ ਕੋਲ ਰੱਖੇ। ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਨਾਲ ਨੱਥੀ ਕੀਤੇ ਅਸਲ ਦਸਤਾਵੇਜ਼ਾਂ ਦੇ ਵੇਰਵਿਆਂ ਦਾ ਇੰਦਰਾਜ਼ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਵਿੱਚ ਦਿੱਤੀ ਥਾਂ ਤੇ ਜ਼ਰੂਰ ਕੀਤਾ ਜਾਵੇ। ਅਜਿਹਾ ਨਾ ਕਰਨ ਦੀ

ਸੂਰਤ ਵਿੱਚ ਕਿਸੇ ਦਸਤਾਵੇਜ਼ ਦੇ ਗੁੰਮ ਹੋ ਜਾਣ ਬਾਰੇ ਵਿਦਿਆਰਥੀ ਦਾ ਕੋਈ ਦਾਅਵਾ ਨਹੀਂ ਸੁਣਿਆ ਜਾਵੇਗਾ। ਜੇ ਵਿਦਿਆਰਥੀ ਨੂੰ ਉਸ ਵੱਲੋਂ ਪ੍ਰੀਖਿਆ ਲਈ ਪਾਤਰਤਾ ਪੱਕੀ ਕਰਨ ਹਿੱਤ ਦਫ਼ਤਰ ਨੂੰ ਭੇਜੇ ਵਿਦਿਅਕ ਯੋਗਤਾ ਦੇ ਅਸਲ ਸਰਟੀਫਿਕੇਟ ਸੰਬੰਧਿਤ ਪ੍ਰੀਖਿਆ ਦਾ ਨਤੀਜਾ ਘੋਸ਼ਿਤ ਹੋਣ ਉਪਰੰਤ ਇਕ ਮਹੀਨੇ ਦੇ ਅੰਦਰ-ਅੰਦਰ ਨਹੀਂ ਮੁੜਦੇ ਤਾਂ ਉਹ ਤੁਰੰਤ ਰਜਿਸਟਰਡ ਡਾਕ ਰਾਹੀਂ ਦਫ਼ਤਰ ਨੂੰ ਸੂਚਿਤ ਕਰੇ। ਇਸ ਪਿਛੋਂ ਯੂਨੀਵਰਸਿਟੀ ਦਫ਼ਤਰ ਵੱਲੋਂ ਉਸ ਦਾ ਕੋਈ ਦਾਅਵਾ ਨਹੀਂ ਸੁਣਿਆ ਜਾਵੇਗਾ।

19. ਜਿਹੜੇ ਵਿਦਿਆਰਥੀ ਆਪਣਾ ਪ੍ਰੀਖਿਆ ਦਾਖ਼ਲਾ ਫ਼ਾਰਮ ਨਿੱਜੀ ਤੌਰ ਤੇ ਪੁੱਛ-ਗਿੱਛ (Enquiry) ਸ਼ਾਖਾ ਵਿੱਚ ਜਮ੍ਹਾਂ ਕਰਵਾਉਂਦੇ ਹਨ ਉਹ ਫ਼ਾਰਮ ਦੇਣ ਸਮੇਂ ਰਸੀਦ ਜ਼ਰੂਰ ਲੈਣ। ਅਜਿਹਾ ਨਾ ਕਰਨ ਦੀ ਸੂਰਤ ਵਿੱਚ ਉਹਨਾਂ ਦਾ ਪ੍ਰੀਖਿਆ ਦਾਖ਼ਲਾ ਫ਼ਾਰਮ ਗੁੰਮ ਹੋ ਜਾਣ ਬਾਰੇ ਕੋਈ ਦਾਅਵਾ ਨਹੀਂ ਸੁਣਿਆ ਜਾਵੇਗਾ।
20. ਵਿਦਿਆਰਥੀ ਸਪੱਸ਼ਟ ਰੂਪ ਵਿੱਚ ਦੱਸੇ ਕਿ ਉਸ ਦੇ ਵਿਸ਼ੇ/ਪਰਚੇ ਵਿਚਲੀ ਆਪਸ਼ਨ ਕਿਹੜੀ ਹੈ। 300/- ਰੁਪਏ (ਜਾਂ ਸਮੇਂ ਤੇ ਜੋ ਵੀ ਲਾਗੂ ਹੋਵੇ) ਦੀ ਫ਼ੀਸ ਨਾਲ ਬਿਨੈ ਉਪਰੰਤ ਪ੍ਰਵਾਨਗੀ ਹਾਸਿਲ ਕਰਕੇ, ਜੇ ਲੋੜ ਪਵੇ ਤਾਂ ਵਿਦਿਆਰਥੀ ਆਪਣੇ ਪ੍ਰੀਖਿਆ ਦਾਖ਼ਲਾ ਫ਼ਾਰਮ ਵਿੱਚ ਵਿਸ਼ੇ/ਪਰਚੇ ਦੀ ਆਪਸ਼ਨ ਪ੍ਰੀਖਿਆ ਲਈ ਫ਼ਾਰਮ/ਫ਼ੀਸ ਪ੍ਰਾਪਤੀ ਦੀ ਅੰਤਿਮ ਮਿਤੀ ਤੋਂ ਪਹਿਲਾਂ-ਪਹਿਲਾਂ ਬਦਲ ਸਕਦਾ ਹੈ। ਉਸ ਤੋਂ ਬਾਅਦ ਕੋਈ ਵਿਸ਼ਾ ਜਾਂ ਪਰਚੇ ਦੀ ਆਪਸ਼ਨ ਬਦਲਣ ਦੀ ਆਗਿਆ ਨਹੀਂ ਹੋਵੇਗੀ। ਅੰਤਿਮ ਮਿਤੀ ਤੋਂ ਬਾਅਦ, ਵਿਸ਼ੇਸ਼ ਹਾਲਾਤ ਵਿੱਚ, ਵਿਸ਼ਾ ਜਾਂ ਪਰਚੇ ਦੀ ਆਪਸ਼ਨ ਬਦਲਣ ਦੀ ਫ਼ੀਸ ਚੀਫ਼ ਕੋ-ਆਰਡੀਨੇਟਰ ਪ੍ਰੀਖਿਆਵਾਂ ਵੱਲੋਂ ਮੌਕੇ ਤੇ ਲਏ ਫ਼ੈਸਲੇ ਅਨੁਸਾਰ ਵੱਖਰੇ ਤੌਰ ਤੇ ਨਿਰਧਾਰਿਤ ਕੀਤੀ ਜਾਵੇਗੀ। ਸਿਰਫ਼ ਬਿਨੈ-ਪੱਤਰ ਜਾਂ ਫ਼ੀਸ ਜਮ੍ਹਾਂ ਕਰਵਾਉਣ ਨਾਲ ਹੀ ਵਿਸ਼ੇ/ਪਰਚੇ ਦੀ ਆਪਸ਼ਨ-ਬਦਲੀ ਪੱਕੀ ਨਹੀਂ ਮੰਨੀ ਜਾਵੇਗੀ।
21. ਪ੍ਰਾਈਵੇਟ ਵਿਦਿਆਰਥੀ ਪ੍ਰੀਖਿਆ ਦਾਖ਼ਲਾ ਫ਼ਾਰਮ ਵਿੱਚ ਦਿੱਤੀ ਸੂਚਨਾ ਅਨੁਸਾਰ ਯੂਨੀਵਰਸਿਟੀ ਅਧਿਕਾਰ-ਖੇਤਰ ਵਿੱਚ ਆਉਂਦੇ ਉਸ ਸ਼ਹਿਰ ਨੂੰ ਆਪਣਾ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਬਣਾਉਣ, ਜਿਥੇ ਉਹ ਪ੍ਰੀਖਿਆ ਦਾਖ਼ਲਾ ਫ਼ਾਰਮ ਭਰਨ ਵੇਲੇ ਪਿਛਲੇ ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਤੋਂ ਰਹਿ ਰਹੇ ਹੋਣ। ਜੇਕਰ ਯੂਨੀਵਰਸਿਟੀ ਵੱਲੋਂ ਉਸ ਥਾਂ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਨਹੀਂ ਬਣਾਇਆ ਜਾਂਦਾ ਤਾਂ ਪ੍ਰੀਖਿਆ ਦਾਖ਼ਲਾ ਫ਼ਾਰਮ ਵਿੱਚ ਵਿਦਿਆਰਥੀ ਵੱਲੋਂ ਦਿੱਤੀ ਸੂਚਨਾ ਅਨੁਸਾਰ ਰਿਹਾਇਸ਼ ਦੇ ਨੇੜੇ ਦਾ ਕੇਂਦਰ ਦਿੱਤਾ ਜਾਵੇਗਾ।
22. ਜੇ ਕਿਸੇ ਵਿਦਿਆਰਥੀ ਦਾ ਨਤੀਜਾ ਰੋਕਿਆ ਗਿਆ ਹੋਵੇ ਤਾਂ ਉਸਨੂੰ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਕਰਾਉਣ ਜਾਂ ਕਾਲਜ ਵਿੱਚ ਦਾਖ਼ਲੇ ਲਈ ਨਤੀਜੇ ਬਾਰੇ ਆਰਜ਼ੀ ਸੂਚਨਾ ਦਿੱਤੀ ਜਾਵੇਗੀ। ਇਸ ਤਰ੍ਹਾਂ ਉਸ ਨੇ ਭਾਵੇਂ ਪੂਰੀ ਪ੍ਰੀਖਿਆ ਪਾਸ ਨਾ ਕੀਤੀ ਹੋਵੇ, ਉਹ ਯੂਨੀਵਰਸਿਟੀ ਨਿਯਮਾਂ ਅਨੁਸਾਰ ਸਮੇਂ ਤੇ ਉਹ ਸਾਰੀਆਂ ਉਪਚਾਰਿਕਤਾਵਾਂ ਪੂਰੀਆਂ ਕਰ ਸਕਦਾ ਹੈ, ਜੋ ਦਾਖ਼ਲੇ ਅਤੇ ਅਗਲੀ ਪ੍ਰੀਖਿਆ ਲਈ ਜ਼ਰੂਰੀ ਹਨ। ਸ਼ਰਤ ਇਹ

ਹੈ ਕਿ ਉਹ ਉਸ ਮੰਤਵ ਲਈ ਬਾਕੀ ਹਰ ਤਰ੍ਹਾਂ ਨਾਲ ਯੂਨੀਵਰਸਿਟੀ ਅਧਿਆਪਕਾਂ ਅਨੁਸਾਰ ਯੋਗ ਹੋਵੇ। ਜੇਕਰ ਵਿਦਿਆਰਥੀ ਹੇਠਲੀ ਪ੍ਰੀਖਿਆ ਨਿਸ਼ਚਿਤ ਸਮੇਂ ਵਿੱਚ ਪਾਸ ਨਹੀਂ ਕਰਦਾ ਤਾਂ ਨਤੀਜੇ ਬਾਰੇ ਉਪਰੋਕਤ ਆਰਜ਼ੀ ਸੂਚਨਾ ਆਪਣੇ ਆਪ ਰੱਦ ਸਮਝੀ ਜਾਵੇਗੀ।

23. ਰੀ-ਅਪੀਅਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਅਗਲੇ ਸੈਸ਼ਨ ਦੀ ਰੀ-ਅਪੀਅਰ ਪ੍ਰੀਖਿਆ ਲਈ ਅਤੇ ਫੇਲ੍ਹ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਅਗਲੀ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਲਈ ਦਾਖਲਾ ਫਾਰਮ ਅਤੇ ਫੀਸ ਨਿਰਧਾਰਿਤ ਸ਼ਡਿਊਲ ਅਨੁਸਾਰ ਸਮੇਂ ਸਿਰ ਭਰਨੀ ਹੋਵੇਗੀ। ਅਜਿਹੇ ਵਿਦਿਆਰਥੀ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਲਈ ਵੀ ਅਪਲਾਈ ਕਰ ਸਕਦੇ ਹਨ ਪਰ ਰੀ-ਅਪੀਅਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਕਰਾਉਣ ਕਾਰਨ ਅਨੁਪੂਰਕ/ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਲਈ ਬਿਨਾਂ ਜੁਰਮਾਨੇ ਤੋਂ ਪ੍ਰੀਖਿਆ ਦਾਖਲਾ ਫਾਰਮ ਅਤੇ ਫੀਸ ਭਰਨ ਦਾ ਲਾਭ ਨਹੀਂ ਦਿੱਤਾ ਜਾਵੇਗਾ ਜਦੋਂ ਕਿ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਦਾ ਨਤੀਜਾ ਘੋਸ਼ਿਤ ਹੋਣ ਉਪਰੰਤ ਜਿਨ੍ਹਾਂ ਪ੍ਰੀਖਿਆਰਥੀਆਂ ਦੀ ਕਪੈਸਿਟੀ ਫੇਲ੍ਹ ਤੋਂ ਰੀ-ਅਪੀਅਰ ਜਾਂ ਪਾਸ ਬਣ ਜਾਂਦੀ ਹੈ, ਉਹ ਪ੍ਰੀਖਿਆਰਥੀ ਪੁਨਰ-ਮੁਲਾਂਕਣ ਦਾ ਨਤੀਜਾ ਨਿਕਲਣ ਦੀ ਮਿਤੀ ਤੋਂ 10 ਦਿਨਾਂ (ਸਮੇਤ ਛੁੱਟੀਆਂ) ਦੇ ਅੰਦਰ-ਅੰਦਰ ਵੀ ਅਗਲੀ ਪ੍ਰੀਖਿਆ ਲਈ ਬਿਨਾਂ ਲੇਟ ਫੀਸ ਤੋਂ ਆਪਣਾ ਫਾਰਮ/ਫੀਸ ਜਮ੍ਹਾਂ ਕਰਵਾ ਸਕਦੇ ਹਨ, ਉਸ ਤੋਂ ਬਾਅਦ ਚਲੰਤ ਸ਼ਡਿਊਲ ਅਨੁਸਾਰ ਲੇਟ ਫੀਸ ਲੱਗੇਗੀ।
24. ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਵਿੱਚ ਕਿਸੇ ਹੋਰ ਵਿਦਿਆਰਥੀ ਨੂੰ ਆਪਣੀ ਥਾਂ ਪੇਪਰ ਦੇਣ ਹਿੱਤ ਗਲਤ ਤਰੀਕੇ ਅਪਣਾਉਂਦੇ ਹੋਏ ਨਾ ਬਿਠਾਇਆ ਜਾਵੇ। ਨਕਲ ਕਰਨ ਲਈ ਸਹਾਈ ਸਾਮਾਨ ਜਿਵੇਂ ਕਿ ਮੋਬਾਇਲ ਫੋਨ, ਪੇਜ਼ਰ ਅਤੇ ਹੋਰ ਕਿਸੇ ਵੀ ਤਰ੍ਹਾਂ ਦੀ ਇਤਰਾਜ਼ ਯੋਗ ਵਸਤੂ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਵਿੱਚ ਲਿਜਾਣ ਦੀ ਮਨਾਹੀ ਹੈ। ਜੇਕਰ ਹਿਦਾਇਤਾਂ ਵਿਰੁੱਧ ਕਿਸੇ ਵਿਦਿਆਰਥੀ ਤੋਂ ਇਹ ਸਾਮਾਨ ਪ੍ਰੀਖਿਆ ਕੇਂਦਰ ਵਿੱਚ ਪਾਇਆ ਜਾਂਦਾ ਹੈ ਤਾਂ ਕੇਂਦਰ ਨਿਗਰਾਨ/ਉਡਨ-ਦਸਤੇ ਵੱਲੋਂ ਮੌਕੇ ਤੇ ਜ਼ਬਤ ਕਰ ਲਿਆ ਜਾਵੇਗਾ ਅਤੇ ਨਾਲ ਹੀ ਵਿਦਿਆਰਥੀ ਤੇ ਅਨੁਚਿਤ ਸਾਧਨਾਂ ਦੀ ਵਰਤੋਂ ਦਾ ਕੇਸ ਵੀ ਬਣਾਇਆ ਜਾਵੇਗਾ। ਜੇਕਰ ਕੋਈ ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਹੋਰ ਵਿਦਿਆਰਥੀ ਦੀ ਥਾਂ ਪੇਪਰ ਦਿੰਦਾ ਹੈ ਜਾਂ ਪਰਚਾ ਹੱਲ ਕਰਨ ਲਈ ਕਿਸੇ ਵਿਦਿਆਰਥੀ ਕੋਲੋਂ ਕੋਈ ਸਹਾਈ ਸਾਮਾਨ ਪਾਇਆ ਜਾਂਦਾ ਹੈ ਤਾਂ ਉਸ ਵਿਰੁੱਧ ਵੀ ਯੂ.ਐਮ.ਸੀ. ਕੇਸ ਬਣਾਇਆ ਜਾਵੇਗਾ, ਜਿਸ ਤਹਿਤ ਵਿਦਿਆਰਥੀ ਨੂੰ ਯੂ.ਐਮ.ਸੀ. ਨਿਯਮਾਂ ਅਧੀਨ ਪੰਜ ਸਾਲ ਤੱਕ ਕਿਸੇ ਵੀ ਯੂਨੀਵਰਸਿਟੀ ਪ੍ਰੀਖਿਆ ਵਿੱਚ ਬੈਠਣ ਤੋਂ ਵੰਚਿਤ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
25. All disputes arising from examination form or documents connected therewith are subject to the territorial jurisdiction of Courts situated at Patiala only to the exclusion of all other Lower/Session Courts in India.

26. ਬੀ.ਏ. (ਐਡੀਸ਼ਨਲ ਵਿਸ਼ੇ) ਲਈ ਇਸ ਯੂਨੀਵਰਸਿਟੀ ਤੋਂ ਇਲਾਵਾ ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ, ਚੰਡੀਗੜ੍ਹ ਅਤੇ ਪੰਜਾਬ ਰਾਜ ਦੀਆਂ ਹੋਰ ਯੂਨੀਵਰਸਿਟੀਆਂ ਦੇ ਗ੍ਰੈਜੂਏਟਸ ਹੀ ਪ੍ਰੀਖਿਆ ਦੇ ਸਕਣਗੇ। ਪੰਜਾਬ ਰਾਜ ਤੋਂ ਬਾਹਰ ਦੀ ਕਿਸੇ ਵੀ ਯੂਨੀਵਰਸਿਟੀ ਤੋਂ ਗ੍ਰੈਜੂਏਸ਼ਨ ਕਰਨ ਵਾਲੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਹ ਪ੍ਰੀਖਿਆ ਦੇਣ ਦੀ ਆਗਿਆ ਨਹੀਂ ਹੋਵੇਗੀ। ਹਰੇਕ ਵਿਦਿਆਰਥੀ ਨੂੰ ਚਲੰਤ (current) ਸਿਲੇਬਸ ਅਨੁਸਾਰ ਭਾਗ I, II ਅਤੇ III (ਤਿੰਨੇ ਭਾਗਾਂ) ਦੀ ਪ੍ਰੀਖਿਆ ਦੇਣੀ ਪਵੇਗੀ। ਪ੍ਰੈਕਟੀਕਲ ਵਾਲੇ ਵਿਸ਼ਿਆਂ ਦੀ ਪ੍ਰੀਖਿਆ ਦੇਣ ਦੀ ਆਗਿਆ ਨਹੀਂ ਹੋਵੇਗੀ। ਬੀ.ਏ. ਐਡੀਸ਼ਨਲ ਇਕ ਵਿਸ਼ੇ ਦੀ ਪ੍ਰੀਖਿਆ ਅਨੁਪੂਰਕ ਪ੍ਰੀਖਿਆ ਦੌਰਾਨ ਅਤੇ ਦੋ ਵਿਸ਼ਿਆਂ ਦੀ ਪ੍ਰੀਖਿਆ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਦੌਰਾਨ ਲਈ ਜਾਵੇਗੀ।

27. ਇੰਪਰੂਵਮੈਂਟ ਦੇ ਵਿਦਿਆਰਥੀ ਲਈ

(ੳ) ਇੰਪਰੂਵਮੈਂਟ ਕੇਵਲ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆਵਾਂ ਦੌਰਾਨ ਚਲੰਤ (current) ਸਿਲੇਬਸ ਅਨੁਸਾਰ ਹੀ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਇੰਪਰੂਵਮੈਂਟ ਲਈ ਪ੍ਰੀਖਿਆ ਦੇ ਵੱਖ-ਵੱਖ ਭਾਗਾਂ ਲਈ ਇਕੋ ਫ਼ਾਰਮ ਭਰਿਆ ਜਾਵੇ। ਜਿਨ੍ਹਾਂ ਭਾਗਾਂ ਦੀ ਇੰਪਰੂਵਮੈਂਟ ਕਰਨੀ ਹੈ, ਲੋੜ ਅਨੁਸਾਰ, ਉਨ੍ਹਾਂ ਦੀ ਬਣਦੀ ਕੁੱਲ ਫ਼ੀਸ ਇਕੋ ਰਸੀਦ/ਬੈਂਕ ਡਰਾਫਟ ਰਾਹੀਂ ਭਰੀ ਜਾਵੇ। ਇੰਪਰੂਵਮੈਂਟ ਲਈ ਹਰ ਕਲਾਸ/ਕੋਰਸ ਦੇ ਹਰੇਕ ਭਾਗ ਲਈ ਨਿਰਧਾਰਤ ਪ੍ਰੀਖਿਆ ਫ਼ੀਸ ਤੋਂ 50% ਵੱਧ ਫ਼ੀਸ ਭਰੀ ਜਾਵੇ। ਇੰਪਰੂਵਮੈਂਟ ਹਰ ਕੋਰਸ ਵਿੱਚ ਦੋ ਸਾਲਾਂ ਵਿੱਚ ਦੋ ਚਾਂਸ ਅਧੀਨ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

(ਅ) ਇੰਪਰੂਵਮੈਂਟ ਲਈ ਜਿਨ੍ਹਾਂ ਕਲਾਸਾਂ/ਕੋਰਸਾਂ ਵਿੱਚ ਵਿਵਸਥਾ ਹੈ, ਉਨ੍ਹਾਂ ਵਿੱਚ ਜਿੱਥੇ 5 ਪੇਪਰ ਹਨ, ਉਨ੍ਹਾਂ ਵਿੱਚੋਂ ਕੇਵਲ 2 ਬਿਊਰੀ ਪੇਪਰ, ਪ੍ਰਤਿ ਭਾਗ ਅਤੇ ਜਿੱਥੇ 5 ਤੋਂ ਵੱਧ ਪੇਪਰ ਹਨ, ਉਨ੍ਹਾਂ ਵਿੱਚੋਂ ਕੇਵਲ 3 ਬਿਊਰੀ ਪੇਪਰ, ਪ੍ਰਤਿ ਭਾਗ, ਇੰਪਰੂਵਮੈਂਟ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਕਿਸੇ ਵੀ ਕਲਾਸ/ਕੋਰਸ ਦੀ ਫ਼ਾਈਨਲ ਪ੍ਰੀਖਿਆ ਪਾਸ ਕਰਨ ਉਪਰੰਤ ਨਾਲ ਲਗਦੇ 2 ਸਾਲਾਂ ਵਿੱਚ 2 ਮੌਕਿਆਂ ਵਿੱਚ ਇੰਪਰੂਵਮੈਂਟ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਇਸ ਅਵਧੀ ਉਪਰੰਤ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇੰਪਰੂਵਮੈਂਟ ਦਾ ਕੋਈ ਹੋਰ ਮੌਕਾ ਨਹੀਂ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਪ੍ਰੈਕਟੀਕਲ ਪੇਪਰਾਂ ਵਿੱਚ ਇੰਪਰੂਵਮੈਂਟ ਨਹੀਂ ਕੀਤੀ ਜਾ ਸਕਦੀ।

(ੲ) ਜਿਸ ਵਿਸ਼ੇ ਵਿੱਚ ਵਿਦਿਆਰਥੀ ਨੇ ਉੱਚੇਰੀ ਕਲਾਸ ਦੀ ਪ੍ਰੀਖਿਆ ਪਾਸ ਕੀਤੀ ਹੋਈ ਹੋਵੇ ਜਾਂ ਉਸੇ ਵਿਸ਼ੇ ਵਿੱਚ ਉੱਚੇਰੀ ਕਲਾਸ ਦੇ ਕਿਸੇ ਇਕ ਭਾਗ ਦਾ ਪ੍ਰੀਖਿਆ ਪਾਸ ਕੀਤੀ ਹੋਈ ਹੋਵੇ ਜਾਂ ਪੇਪਰ ਦੇ ਰਿਹਾ ਹੋਵੇ ਜਾਂ ਕਿਸੇ ਭਾਗ 'ਚੋਂ ਰੀ-ਅਪੀਅਰ ਆਈ ਹੋਈ ਹੋਵੇ, ਅਜਿਹਾ ਵਿਦਿਆਰਥੀ ਉਸੇ ਵਿਸ਼ੇ ਵਿੱਚ ਹੇਠਲੀ ਕਲਾਸ ਦੀ ਇੰਪਰੂਵਮੈਂਟ ਦੀ ਪ੍ਰੀਖਿਆ ਨਹੀਂ ਦੇ ਸਕਦਾ। ਪਰ ਜੇਕਰ ਉੱਚੇਰੀ ਪਾਸ ਪ੍ਰੀਖਿਆ/ਰੀ-ਅਪੀਅਰ ਦੀ ਪ੍ਰੀਖਿਆ ਅਤੇ ਹੇਠਲੀ ਕਲਾਸ ਦੀ

ਇੰਪਰੂਵਮੈਂਟ ਦੀ ਪ੍ਰੀਖਿਆ ਦਾ ਵਿਸ਼ਾ ਇਕੋ ਨਹੀਂ, ਭਿੰਨ ਹੈ, ਤਾਂ ਅਜਿਹੀ ਕੋਈ ਬੰਦਿਸ਼ ਨਹੀਂ ਹੋਵੇਗੀ।

ਇਸ ਸੰਬੰਧੀ ਕਿਸੇ ਵੀ ਤਰ੍ਹਾਂ ਦੀ ਵਧੇਰੇ ਜਾਣਕਾਰੀ ਲਈ ਪੁੱਛ-ਗਿੱਛ ਅਤੇ ਸੂਚਨਾ ਕੇਂਦਰ (ਮੇਨ-ਗੇਟ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਕੈਂਪਸ ਨਾਲ ਟੈਲੀਫੋਨ ਨੰ: 0175-3046366, 3046367 ਤੇ ਸੰਪਰਕ ਕੀਤਾ ਜਾਵੇ। ਨਤੀਜੇ ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ ਲਈ ਚੈੱਕ ਕਰੋ : Website : www.universitypunjabi.org ਯੂਨੀਵਰਸਿਟੀ ਟੈਲੀਫੋਨ ਐਕਸਚੇਂਜ ਨੰਬਰ 0175-3046598, 99.

ਚੀਫ਼ ਕੋ-ਆਰਡੀਨੇਟਰ ਪ੍ਰੀਖਿਆਵਾਂ

**ORDINANCES
FOR
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.)**

1. B.B.A. is an integrated course comprising three parts spread over three years. Each part will consist of two semesters. The course of study of B.B.A. shall be divided in six semesters and university examination will be held at the end of every semester in the months of December/January (for semester I, III & V) and April/May (for semester II, IV & VI) or as fixed by the Vice-Chancellor.
2. A candidate must complete and pass the whole course of three years within a maximum of five years from the date of admission in B.B.A. first semester.
3. A candidate will be eligible to join 1st semester of B.B.A. course, if he/she has passed +2 examination of Punjab School Education Board, or any other examination recognised as equivalent thereto without reappear.
4. Semester examinations will be open to regular candidates who have been on the rolls of a college affiliated to this University and meet the attendance and other requirements as prescribed in the ordinances of the course.
5. Subject to fulfilment of requirement of House examinations, the attendance requirements and these ordinances there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.
To qualify for admission to 2nd year of the Course, the candidate must have passed 50% of total papers of the two semesters of the 1st year. Similarly, to qualify for admission to 3rd year of the course, the candidate should have passed 50% of

total papers of four semesters of the earlier two years.

A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

The examination of reappear papers of odd semester will be held with regular examination of the odd semester and reappear examination of the even semester will be held with regular examination of even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester.

6. **Attendance Requirements**

Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendances may be condoned for special reasons, as per the relevant ordinances on the subject.

7. To be eligible to appear in the semester examination a candidate must have obtained in the house examination at least 25% marks in each paper; 33% marks in the aggregate of all subjects of the semester. The Principal at his discretion may allow a special test to a candidate who could not appear in the House examination owing to unavoidable reasons or fails to secure the minimum marks as prescribed above.

8. **Late college students :** A candidate who has completed the prescribed course of instructions for a semester but has not appeared in the examination or having appeared, has failed in the examination, may appear as a late college student within the prescribed period.

9. The pass and reappear students of B.B.A. Part-I and II from Panjab University, Guru Nanak Dev University and Punjab Technical University shall be treated at par with the

corresponding students of this University. But in case such a student is admitted in B.B.A. semester III or V in this University, he/she will be required to clear deficient papers, if any.

10. Applications for admission to the examination shall be made on the prescribed form attested by the competent authority as per University rules.
11. Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.
12. The last date by which examination forms and fees must reach the Registrar shall be as follows:

Semester Examination	Without Late Fee	With Rs.800/- Late Fee	With Rs.1200/- Late Fee	With Rs. 5000/- Late Fee	With Rs. 10,000/- Late Fee
December/ January	30 th September	15 th October	21 st October	31 st October	10 th November
April/ May	28 th February	15 th March	21 st March	31 st March	15 th April

13. University medal will be awarded to a candidate who secures first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the award of medal/prizes etc. will be applicable in the award of University medal to the topper of this examination.
14. All the question papers except Punjabi and English will be set both in English and Punjabi and candidates can answer the questions either in English or Punjabi. The paper in Punjabi language will be set in Punjabi only and candidate will be required to answer in Punjabi only.
15. The minimum number of marks required to pass each semester examination will be 35% in each paper and 40% in the aggregate of the semester examination.
Provided that in papers with practicals, the percentage shall be

required separately in written and practical/lab work. The candidate shall also be entitled to grace marks as admissible under the general ordinance relating to the 'Award of Grace Marks' .

16. The successful candidate shall be classified on the basis of aggregate marks secured in all the six semesters of B.B.A. taken together as under:
- (a) 75% or more with distinction.
 - (b) 60% or more in the first division.
 - (c) 50% or more but less than 60% in the second division.
 - (d) below 50% in the third division.
- *17. "A candidate who has passed B.B.A. examination from this University shall have one chance, within a period of two years, after passing the examination, to improve his Division in a maximum of 1/3 of total theory papers in all parts of Examinations and be awarded 1 % of grace marks on the basis of given papers". Out of papers taken up, the candidate will be given benefit of increase in marks, where the marks have increased in Paper/Papers.

* ਵਿਦਿਆਰਥੀ ਦੇ ਸਾਲਾਂ ਦੇ ਅੰਦਰ-ਅੰਦਰ ਇਕ ਮੌਕਾ ਮਾਣਦੇ ਹੋਏ 1/3 ਬਿਊਰੀ ਪੇਪਰ ਇੰਪਰੂਵ ਕਰੇਗਾ ਅਤੇ ਇਹ ਬਿਊਰੀ ਪੇਪਰ ਔਡ ਜਾਂ ਈਵਨ ਸਮੈਸਟਰ ਦੇ ਹੀ ਭਰੇਗਾ । ਵਿਦਿਆਰਥੀ ਔਡ ਜਾਂ ਈਵਨ ਸਮੈਸਟਰਾਂ ਦੇ ਪੇਪਰ ਇਕੱਠੇ ਇੰਪਰੂਵ ਨਹੀਂ ਕਰ ਸਕੇਗਾ ।

SCHEME OF BBA THREE YEAR COURSE

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

BBA SECOND YEAR

BBA 3 rd SEMESTER	MARKS
------------------------------	-------

BBA-301 PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	100
BBA-302 BUSINESS ACCOUNTING	100
BBA-303 PRINCIPLE OF MARKETING MANAGEMENT	100
BBA-304 BUSINESS LAWS	100
BBA-305 WORKSHOP ON CONTEMPORARY BUSINESS ISSUES	50
BBA-306 SEMINAR ON KNOWLEDGE MANAGEMENT	50
BBA-307 COMMUNICATION SKILLS IN PUNJABI/	100

ELEMENTARY PUNJABI

BBA 4 th SEMESTER	MARKS
------------------------------	-------

BBA-401 FINANCIAL MANAGEMENT	100
BBA-402 WORKSHOP ON CREATIVITY & INNOVATION	50
BBA-403 SEMINAR ON ENTREPRENEURSHIP	50
BBA-404 VIVA-VOCE	100

CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO FUNCTIONAL AREAS:

MARKETING MANAGEMENT

BBA-405 RETAILING MANAGEMENT	100
BBA-406 ADVERTISEMENT & SALES MANAGEMENT	100
BBA-407 MARKETING OF SERVICES	100

HUMAN RESOURCE MANAGEMENT

BBA-408 CAREER PLANNING AND MANAGEMENT	100
BBA-409 TRAINING AND DEVELOPMENT	100
BBA-410 MANAGEMENT OF CHANGE	100

FINANCE

BBA-411 COST & MANAGEMENT ACCOUNTING	100
BBA-412 FINANCIAL INSTRUMENTS & SERVICES	100
BBA-413 INCOME TAX LAW & PRACTICE	100

INFORMATION TECHNOLOGY

BBA-414	SYSTEM ANALYSIS AND DESIGN	100
BBA-415	DECISION SUPPORT SYSTEMS	100
BBA-416	COMPUTER GRAPHICS	100

EVENT MANAGEMENT

BBA-417	EVENT PLANNING & MANAGEMENT	100
BBA-418	FINANCIAL MANAGEMENT OF EVENTS	100
BBA-419	EVENT CREATIVITY AND INNOVATION	100

MEDIA MANAGEMENT

BBA-420	PRINCIPLES OF MASS COMMUNICATIONS	100
BBA-421	PUBLIC RELATIONS MANAGEMENT	100
BBA-422	MEDIA PLANNING	100

BBA-423	COMMUNICATION SKILLS IN PUNJABI/ ELEMENTARY PUNJABI	100
---------	--	-----

BBA-424	ENVIRONMENTAL STUDIES AND ROAD SAFETY	100
---------	---------------------------------------	-----

SUMMER INTERNSHIP : INDUSTRIAL TRAINING OF
4 TO 6 WEEKS

BBA SECOND YEAR**3RD SEMESTER****BBA-301: PRINCIPLES OF HUMAN RESOURCE
MANAGEMENT**

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

Note: The Question paper covering the Entire course shall be

divided into three sections as follows :

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Human Resource Management (HRM): Meaning, Scope and Objectives of HRM, HRM Challenges. Human Resource Planning (HRP): Concept, Need and importance of HRP, Factors affecting HRP, Human Resource Planning Process, Barriers to HRP. Job Analysis (JA): Meaning, Factors affecting JD, Various techniques of JD. Recruitment: Meaning, Factors governing Recruitment, Recruitment sources and techniques, Problems associated with Recruitment. Selection: Meaning, Process, Selection Tests and Interview, Barriers to effective selection. Introduction and Orientation: Concepts, Process, Benefits and Problems associated with Induction and Orientation.

Part-II

Managing Careers: Promotion, Meaning, Significance, Promotion Policy, Other issues related to promotions; Demotion—

Meaning, Reasons, Implications for HRM; Transfers—Meaning, purpose, policy and other Issues associated with Transfers. Managing Separations: Meaning and Types of Separations, Costs and Benefits of Separations, Managing Separations effectively. Managing Industrial Relations: Industrial Relations—Meaning, Importance of peaceful IR. Approaches to IR. IR strategic, Disputes I Nature, Causes and Settlement of Disputes; Grievances—Nature, Sources, Grievance handling procedure; Disputes—Nature, Causes and Settlement of Disputes. Managing Workplace Safety and Health: Introduction, Various workplace safety and health issues and management of these issues.

Books Recommended :

1. Gomez - Meja, et al., Managing Human Resources, Delhi, Pearson Education, 2003.
2. Dessler, Gary, Human Resource Management, Delhi, Pearson Education, 2003.
3. Aswathappa, Human Resource and Personnel Management. New Delhi, TMG-Hill, 2002.
4. Pattanayak, Biswajeet, Human Resource Management, New Delhi, PHL, 2001.

BBA-302 : BUSINESS ACCOUNTING

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the

examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Meaning and Scope of Accounting : Need, development and definition of accounting, book-keeping and accounting, Persons interested in accounting information, Disclosures; Branches of accounting; Objectives of accounting, basic understanding of accounting standards.

Accounting Transactions : Accounting Cycle, Journal, Rules of debit and credit; Compound journal entry, Opening entry, Relationship between journal and ledger; Rules regarding posting, Trial Balance, Sub-division of journal.

Distinction between Capital and revenue items.

Final Accounts : Manufacturing account; Trading account, Profit and loss account; Balance-sheet; adjustment entries.

Rectification of Errors : Classification of errors, Location of errors, Rectification of errors; Suspense account; Effect on profit.

Part-II

Depreciation Provisions and Reserves : Concept of Depreciation; Causes of depreciation; Depreciation, depletion, amortization and dilapidation; Depreciation accounting; Methods for providing depreciation, Depreciation policy; Depreciation accounting, Provisions and reserves.

Partnership Accounts: Essential characteristics of partnership. Partnership deed; Final accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill; Joint Life Policy; Change in Profit Sharing Ratio.

Suggested Readings :

1. Anthony & Reece : Accounting Principles, Richard Irwin Inc.
2. Gupta, et al. : Financial Accounting, Sultan Chand and Sons, New Delhi.
3. Monga et al. : Financial Accounting, Mayur Paper Back, Noida.
4. Shukla & Grewal : Advanced Accounts, S. Chand & Co., New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi.

BBA-303 : PRINCIPLES OF MARKETING MANAGEMENT*Time Allowed : 3 Hrs.**Max. Marks : 100**Theory : 60**Internal Assessment : 40*

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**Part-I**

Marketing Concepts : Philosophies and functions, Modern Concept of Marketing, Importance of Marketing with special reference to India, Meaning of Marketing Management. Marketing Environment: Meaning and forces of marketing environment, Marketing Mix and its elements. Market Segmentation; Meaning and basis of market segmentation. Consumer Behaviour: meaning and importance, Buying process, factors influencing consumer behaviour. Marketing Information System: Concept and components of a marketing information system. Marketing Research: Meaning, features and scope of Marketing Research.

Part-II

Product Decisions : Branding and Packaging, decisions stages in New Product Development, Product Life Cycle; Concept and stages. Pricing Decisions: Meaning of Product pricing, objectives, Methods of pricing, Pricing policies. Channels of Distribution: Types of Marketing Channels, Factors influencing channel choice. Promotion Mix: Personal Selling, Advertising decisions, Sales Promotion. Laws affecting Marketing in India.

References :

1. Kotler, Philip : Marketing Management
2. Stanton, William, J. : Fundamentals of Marketing
3. Neelamegham, S. : Marketing in India
4. C.N. Sontaakki : Marketing Management
5. J.C. Gandhi : Marketing

BBA-304 : BUSINESS LAWS

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers

to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Law of Contract (1872) : Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for breach of contract.

Sale of Goods Act 1930 : Formation of contracts of sale; Goods and their classification, price; conditions, and warranties, Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

Part-II

Negotiable Instruments Act 1881: Definition of negotiable instruments; Features; Promissory note, Bill of exchange, cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing. Negotiation; Dishonour and discharge of negotiable instrument.

The Consumer Protection Act 1986: Salient features, Definition of consumer; Grievance redressed machinery.

Suggested Readings :

1. Desai, T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala : The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh, Avtar L. : The Principles of Mercantile Law, Eastern Book Company, Lucknow.
4. Kuchal, M.C. : Business Law, Vikas Publishing House, New Delhi.
5. Kapoor, N.D. : Business Law, Sultan Chand & Sons, New Delhi.
6. Chandha, P.R. : Business Law, Galgotra, New Delhi.

BBA-305 : WORKSHOP ON CONTEMPORARY BUSINESS ISSUES

Internal Evaluation : 50 Marks

Domestic and international dimensions of the business environment; corporate social responsibility and performance; and Socialization and moral development. Values, value congruence, and value conflict. Managing ethics in the corporation : Codes, incentives etc., Ethical dimensions of public affairs and of crisis management, Ethics and social performance: evaluation and reporting.

BBA-306 : SEMINAR ON KNOWLEDGE MANAGEMENT

Internal Evaluation : 50 Marks

Knowledge. Economy : Leveraging Economy, Data-Information Knowledge, and Organizational Knowledge. Transformation of an enterprise through knowledge management, momentum of knowledge, and sharing of knowledge. Creating knowledge management system in an organization; Knowledge Organization; Organizational culture for knowledge management; Knowledge management and information technology; Knowledge management in Industry; Challenges to knowledge management.

4TH SEMESTER**BBA-401 : FINANCIAL MANAGEMENT***Time Allowed : 3 Hrs.**Max. Marks : 100**Theory : 60**Internal Assessment : 40*

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**Part-I**

Meaning of Business Finance, Aims, Scope and significance of finance function, profit verses wealth maximization, Financial Planning. Sources of Company Finance—Long-Term and Short-Term, SEBI Guidelines for raising company finance, Dividend Policy. Types and dividend, Capital Structure: Concept, theories and Valuation, cost of capital concept and significance.

Part-II

Capital Budgeting, Planning of Capital expenditure, evaluation

of projects (including risk and uncertainty), Responsibility accounting: Concept, steps in responsibility accounting and advantages of responsibility Accounting. Cost of capital, working capital—types estimation—factor determining working capital requirements.

Suggested Readings :

1. Srivastava, R.M. : Essential of Business Finance
2. Upadhyay, K.M. : Financial Management
3. Pandey, I.M. : Financial Management
4. Jain, Anand & Singh : Financial Management
5. Khan, M.Y. : Management Accounting
and Jain P.K.

BBA-402 : WORKSHOP ON CREATIVITY AND INNOVATION

Internal Evaluation : 50 Marks

Creativity in management, creative problem-solving, Theories of creativity, identifying the problem, morphological analysis, brainstorming, lateral thinking, and synaptic Idea-generating methods, evaluating ideas, implementing ideas, role of computers in creativity.

Strategic issues : Like planning, framework etc., market needs, and market research, sources of successful ideas, and financial analysis and case-histories of renowned companies.

BBA-403 : SEMINAR ON ENTREPRENEURSHIP

Internal Evaluation : 50 Marks

Concept of Entrepreneurship : Definition, nature and Characteristics of entrepreneurship: Emergence of entrepreneurial class including women entrepreneurs: Theories of entrepreneurship: Socio-economic environment and the entrepreneur. Characteristics of Entrepreneur Leadership, risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behaviour and motivation. Entrepreneurial Development programmes-their relevance and achievements: Role of government in organizing such programmes, Critical Evolution. Small Business as a seed bed

of entrepreneurship: Concept of business venture. The start-up process; Concept, Plan, Implementation, Initial Strategic Planning, production and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit Planning in small enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy. National Policies for small business development, Governmental and Non-Governmental assistance. Contribution of Commercial Banks in Promoting and Servicing small business, Small business and modern technology. Government Policies and formalities in setting up a unit. Basic requirements regarding registration, excise, Sales Tax, Factory Act. SSI exemptions.

Suggested Readings :

1. Hall, B. Pricke and Royce L. Brahamson : Small Business Management.
2. Kenneth R., Van Voorthis : Entrepreneurship and Small Business Management.
3. Uans Schollhammer & Arthur H. Kuriloff : Entrepreneurship and Small Business Management.
4. Joseph R. Mancuso : How to Start, Finance and Manage your own small Business.
5. Sharma, R.A. : Entrepreneurial Change in Indian Industries.
6. Dhar, P.N. and Lydall H.F. : The Role of Small Enterprises in Indian Economic Development.

BBA-404 : VIVA-VOCE

External Evaluation : 100 Marks

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

CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO FUNCTIONAL AREAS :

MARKETING MANAGEMENT

BBA-405 : RETAILING MANAGEMENT

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Introduction to retail; retail formats theories and models; retail strategy; understanding the retail consumer; store locations; retail operations; retail store design.

Part-II

Retail merchandising; merchandising buying; retail price and merchandise performance; measuring financial performance; retail

management informant systems; retail marketing and communication.

BBA-406 : ADVERTISEMENT AND SALES MANAGEMENT

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Nature and scope of advertising research, campaign planning of strategic considerations, knowledge about consumer Behaviour, Media planning Print, T.V., Radio, Cable and Satellites, direct mail marketing creating copy-testing. Advertising budget. Events Management. Advertising agencies, measuring advertising effectiveness.

Part-II

Nature and scope of sales management. Recruitment and selection of sales personnel. Training and development of sales personnel. Performance appraisal and motivation sales personnel. Supervision and organization of sales personnel. Sales organization: Structure and control.

Carving territories, routing and scheduling. Sales quotas, target achievement. Sales forecasting, sales dealer's sales personnel relationship. Selling theories and process. Sales ethics. Distribution, order processing.

BBA-407 : MARKETING OF SERVICES

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**Part-I**

Concept of goods and services, services marketing concept, features, need, significance behavioural services aspiration. Market segmentation, marketing information system for various services. Service quality meaning, components, measurement. Services Marketing management. Seven P's of Services marketing.

Part-II

Services marketing in a specific context. Banking marketing, internal marketing, Hotel marketing, Tourism marketing, Transport marketing, personal care marketing, Hospital marketing, Education marketing, Consultancy marketing.

HUMAN RESOURCE MANAGEMENT**BBA-408 : CAREER PLANNING AND MANAGEMENT**

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the

examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Personality dispositions and managerial effectiveness, perceptual process and developing perceptual skills, motivation and work performance.

Part-II

Psychoanalysis for executives, predictable crisis of executive life, organizational politics, management of stress.

BBA-409 : TRAINING AND DEVELOPMENT

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**Part- I**

The induction process, methods and evaluation of induction training. The role of training and development, identification of training needs, designing and developing training programmes.

Part-II

Evaluation of training programmes. Training evaluation and the training cycle. Evaluation process, evaluation design: data collection, designing questionnaire and tests. Qualitative and quantitative evaluation methods. Evaluation report.

Recommended Readings :

1. Morgain C.T., King A.R., Weisz J.R. : Introduction to Psychology
2. Hall C.S., Lindzey G. : Theories of Personality
3. Anastasi A. : Psychological Testing
4. Freman F. S. : Psychological Testing
5. Bower G. R., Hilgard T. R. : Theories of Learning

BBA-410 : MANAGEMENT OF CHANGE

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

Introduction : Definition, need, assumptions, historical development, issues and future OD, Models and theories of planned change, process of OD, Issues in consultant-client relationship.

Part-II

Organisation Change : Forces of change, nature of change, the process of organisational change, coping strategies for change, resistance to change, managerial options for implementing change, guideline for facilitating change.

FINANCE

BBA-411 : COST & MANAGEMENT ACCOUNTING

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total

weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

Cost Accounting : the concept, nature and scope of cost accounting, brief study of Materials, objectives and techniques of material control, methods of pricing material issue. Labour: Items of Labour cost, Labour records, Remuneration methods, Overheads: Classification, distribution, absorption of different types of overheads. Preparation of cost sheet and reconciliation of cost and financial records. Cost Determination Methods: Job, Batch, Contrast and Process costing, Introduction to service costing. Cost Control Techniques: Cost-volume-profit analysis.

Part-II

Origin, Concept, Nature, Scope and functions of Management Accounting. Relation between management, Financial Accounting and Cost Accounting, Limitations of Management Accounting. Financial Statements; nature, Importance and its Limitations.

Tools of Financial Analysis: Ratio Analysis; meaning, utility, Importance and its Classification on the basis of Profitability, Liquidity, solvency and activity Comparative statements and Trend Analysis. Fund Flow Analysis Cash Flow Analysis.

References :

- | | |
|------------------------------|---|
| Shashi Gupta and R.K. Sharma | : Management Accounting |
| Ravi M. Kishore | : Management Accounting |
| S.N. Maheshwari | : Management Accounting and Financial Control |
| Khan, M.Y. and Jain, P.K. | : Management Accounting |

Manmohan and Goel	:	Principles and Practice of Management
Jain Abhay and Anand	:	Financial Management Accounting
Ravi M. Kishore	:	Cost Accounting
Jawahar Lal	:	Cost Accounting
L.W.J. Owler and	:	Wheldon's Cost Accounting
J.L. Brown		

BBA-412 : FINANCIAL INSTRUMENTS AND SERVICES*Time Allowed : 3 Hrs.**Max. Marks : 100**Theory : 60**Internal Assessment : 40*

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**Part- I**

Financial Market environment in India; role of Securities and Exchange Board of India; Stock Exchanges: objectives, and functioning; variable and fixed interest bearing securities: equity,

preference shares, debentures and bonds. ADR and GDR.

Part-II

Merchant Banking; Venture Capital; Leasing and Hire Purchase; Mutual funds in India; debit card and credit card; housing finance, Foreign Direct Investment in India.

Recommended References :

1. M. Y. Khan : Financial Services (TMH)
2. Dr. S. Gurusamy : Merchant Banking and Financial Services (Thomson)
3. Depository Operations (Module) workbook by National Stock Exchange of India Limited
4. B.S.Bodla, M.C.Garg, K.P. Singh : Insurance—Fundamentals, Environment and Procedures (Deep and Deep Publications)
5. Tripathy Nalini Prava : Financial Instruments and Services
6. M.Y. Khan : Indian Financial System, 4th Edition, TMH
7. L.M. Bhole : Financial Institutions and Markets, TMH
8. Shashi Gupta : Financial Services, Kalyani

BBA-413 : INCOME TAX LAW & PRACTICE

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

Income tax—definition, distinction between capital and revenue basis of charge (Residential Status), Incidence of tax. Exempted Income, Computation of Income from Salaries and House Property.

Income from Business and Profession, Capital Gains, Income from other sources. Depreciation, Carry Forward and Set-off of losses, Income of other persons to be included in Assessee's total Income. Deduction of Gross Total Income.

Part-II

Computation of total income in regard to Income of individual, HUF and Partnership firm and Association of Persons (AOP). Concept of Mat.

Advance payment of tax, deduction of tax at source, Income tax authorities and administration of the Act. Assessment Procedure, Appeals, refunds and Penalties.

Suggested Readings :

1. H.C. Mehrotra : Income Tax Law and Practice
2. Gaur & Narang : Income Tax Law
3. Girish Ahuja : Direct Law

INFORMATION TECHNOLOGY

BBA-414 : SYSTEM ANALYSIS AND DESIGN

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

Note : The question paper covering the entire course shall be

divided into three sections as follows :

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

Overview of Systems Analysis and Design; Software applications today - the changing scenarios - Introductions to different methodologies and Structured System Analysis-Problem-identification-requirement analysis: tools and techniques-feasibility analysis-Operational, Technical and Economical Feasibility, details of SDLC approach, Business Systems Concept: Systems Development Life Cycle: Project Selection; Feasibility Study.

Part-II

Tools for Analysis and Design of Business Systems: methodologies Available: Need for Structured Techniques: Structured Techniques Available System Requirement Specification and Analysis: Data Flow Diagrams: Data Dictionaries: Process Organisation and Intersections: Decision Analysis: Decision Trees and Tables: Expansion. Explosion and Normalization, Detailed

Design; Modulation; Module Specification; File Design.

BBA-415 : DECISION SUPPORT SYSTEMS

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Business Integration: Networking and Telecommunications, Client Server, Object Orientation, Integration of Information: Workgroup integration, Data warehouse, Open Systems with Different Systems, Group Decisions, software to support integration.

Part- II

Decisions and Models : Biases in decision, physical, process and business modeling, Business models: Assumptions, Identifying I/O

variables, Processes and equations, software, Limitations of models: model complexity, cost of building models, errors in models.

Decisions in Business Areas : Accounting, Finance, Marketing, HRM, Production and Design. Complex Decisions and Artificial Intelligence.

Reference :

Management Information Systems Solving Probls with IT Post,
Anderson, TMH (IRWIN)

BBA-416 : COMPUTER GRAPHICS

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Introduction and Overview of Graphic Systems: CAD,

Presentation Graphics and other applications, Video Display devices, Raster-Random scan systems, I/O devices.

Part- II

Fundamentals of following concepts: Output primitives and their attributes. Scene and image, Representation of 2-D image, Basic Transformation, Color models and color applications, Computer animation.

References :

1. Hearn and Baker : Computer Graphics, PHI.
2. Rogers & Adams : Mathematical Elements for Computer Graphics.
3. Rogers D. F. : Procedural Elements for Computer Graphics.
4. D. Hearn & P. M. Baker : Computer Graphics.

EVENT MANAGEMENT

BBA 417 : EVENT PLANNING AND MANAGEMENT

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the

examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

Introduction to planning and management of events, size of events, types of events, the event team, and code of ethics. The concept of event, and events vision; event and marketing; events and corporate public relations; product differentiation; promotion and events.

Part-II

Event industry in industry; designing transitional strategy; events and positioning; positioning principles; Safety and security of events; event relations and conceptualization; management of relations and document design.

BBA-418 : FINANCIAL MANAGEMENT OF EVENTS

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each

question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

The need and frill of event financial management; events and objects; events and facts; managing events; The budget, Break-even point, cash-flow analysis, profit and loss statement, balance-sheet, financial control systems, panic payments. Sources of raising short and long-term finance and its cost.

Part-II

Capital structure and its understanding; concept of Risk types, risk management, process, incident reporting, emergency response plans, and standards for risk management. Feasibility and swot analysis.

BBA-419 : EVENT CREATIVITY AND INNOVATION

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

The concept and context of creativity in forming the events; introspection for creative visualization; Pasteur's dictum; problem solving; deduction, and induction methods; learning and imitation.

Part- II

Event creativity: trial and error; heuristics; abduction; creative trait or creative state; innate structure of the mind; analogy, preparation, anomaly, constraints and serendipity; mental analogs; improvisation and performance; creative thinking; and creative work culture.

MEDIA MANAGEMENT

BBA-420 : PRINCIPLES OF MASS COMMUNICATIONS

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be

required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Communication: concept, elements, process, and role; forms of communication; barriers of communication; and theories of communication like bullet theory, cognitive theory, two step flow theory, cultivation theory and agenda setting theory.

Part- II

The concept and context of mass communication; models of mass communication, like Lasswell model, schramm model, Shannon and weaver model, Levin model, Gerbner's model, Westley and MacLean's Conceptual Model; mass communication through traditional and modern mass media; mass communication, culture and society; effects of mass communication; information society.

BBA-421 : PUBLIC RELATIONS MANAGEMENT

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each

question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part- I

Nature, and scope of public relations; tools and methods of public relations: press relations, the printed word; photography, exhibition, trade fair, film, radio, television, advertisement, etc.

Part- II

The industrial public relations, public relation with finance, trade and professional associations; public relations and central and local government; public relations for police, exports, etc.

BBA-422 : MEDIA PLANNING

Time Allowed : 3 Hrs.

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the

examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

The concept and context of Mass media; forms of mass media: Print. Electronic; Audio and audio-visual communication; access of the media; media audiences.

Part- II

The new Media; perception and language issues in mass media; Mass media effects and uses: agenda setting, the knowledge-gap hypothesis; effects and uses of mass media; Media chains and conglomerates: newspaper chains, broadcasting chains, media cross ownership, media conglomerates; mass media research.

SUMMER INTERNSHIP : INDUSTRIAL TRAINING/FIELD PROJECT OF 4 TO 6 WEEKS

ਜ਼ਰੂਰੀ ਨੋਟ

1. ਸਿਲੇਬਸ ਜਾਰੀ ਹੋਣ ਤੋਂ ਬਾਅਦ ਜੇ ਕਿਸੇ ਕਿਸਮ ਦੀ ਕੋਈ ਤਬਦੀਲੀ ਕੀਤੀ ਗਈ ਤਾਂ ਉਹ ਪ੍ਰੈਸ ਰਾਹੀਂ ਸੂਚਿਤ ਕੀਤੀ ਜਾਵੇਗੀ।
2. ਅਪਰੈਲ-ਮਈ ਦੀ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਵਿਚ ਨਵੇਂ ਵਿਦਿਆਰਥੀ, ਇੰਪਰੂਵਮੈਂਟ ਕਰਨ ਵਾਲੇ, ਐਡੀਸ਼ਨਲ ਵਿਸ਼ੇ ਵਿਚ ਅਪੀਅਰ ਹੋਣ ਵਾਲੇ, ਰੀ-ਅਪੀਅਰ, ਫੇਲ੍ਹ ਵਿਦਿਆਰਥੀਆਂ ਲਈ ਨਵਾਂ ਸਿਲੇਬਸ ਲਾਗੂ ਹੋਵੇਗਾ। ਅਨੁਪੂਰਕ ਪ੍ਰੀਖਿਆ ਵੀ ਸਾਲਾਨਾ ਪ੍ਰੀਖਿਆ ਦੇ ਸਿਲੇਬਸ ਤੇ ਆਧਾਰਤ ਹੋਵੇਗੀ।
3. ਇੰਪਰੂਵਮੈਂਟ ਦੀ ਪ੍ਰੀਖਿਆ ਸਿਰਫ਼ ਉਹ ਵਿਦਿਆਰਥੀ ਹੀ ਦੇ ਸਕਣਗੇ, ਜਿਹੜੇ ਯੂਨੀਵਰਸਿਟੀ ਨਿਯਮਾਂ/ਅਧਿਆਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇੰਪਰੂਵਮੈਂਟ ਦੀ ਪ੍ਰੀਖਿਆ ਦੇਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।

ਨੋਟ : ਇਸ ਸੰਬੰਧ ਵਿਚ ਹੋਰ ਜਾਣਕਾਰੀ ਲਈ ਪ੍ਰੀਖਿਆ ਸ਼ਾਖਾ ਨਾਲ ਸੰਪਰਕ ਕੀਤਾ ਜਾਵੇ।

(All rights reserved; no part of this publication may be reproduced in the guides or in any other help book, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, or otherwise, without the prior written permission of Punjabi University, Patiala.)

No. of Copies : 100

TYPE-SETTING & PRINTED AT : WESTERN PRINTERS, ANARDANA CHOWK, PATIALA.
Ph. No. 0175-2224261

ਬੀ.ਬੀ.ਏ./ਬੀ.ਸੀ.ਏ./ਬੀ.ਪੀ.ਈ. ਭਾਗ-ਦੂਜਾ, ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)
2015-16, 2016-17 ਅਤੇ 2017-18 ਸੈਸ਼ਨ ਲਈ
(ਸਮੈਸਟਰ ਤੀਜਾ)

ਕੁਲ ਅੰਕ : 100

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ

ਸਮਾਂ : 3 ਘੰਟੇ

ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ :35

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

(ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ

ਭਾਗ-ਓ

ਕਥਾ ਵਾਰਤਾ (ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ), ਸੰਪਾਦਕ ਲਖਵੀਰ ਸਿੰਘ, ਡਾ. ਗੁਰਮੁਖ ਸਿੰਘ ਅਤੇ ਡਾ. ਮਨਜੀਤ ਕੌਰ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਓਰੇ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2015

ਭਾਗ-ਅ

ਅ-1 ਸੰਖੇਪ ਰਚਨਾ

ਅ-2 ਵਿਆਕਰਣ:

- (i) ਮੂਲ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਤੇ ਸਥਾਪਤੀ
- (ii) ਵਾਕ ਬਣਤਰ ਅਤੇ ਵਾਕ ਰਚਨਾ
- (iii) ਉਪਵਾਕ ਬਣਤਰ : ਪਛਾਣ ਤੇ ਕਾਰਜ

ਭਾਗ-ੲ

ਭਾਗ ਓ ਅਤੇ ਅ ਦੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ

- | | | | |
|----|---|-----------------|-------------|
| 1. | ਭਾਗ ਓ ਵਿਚੋਂ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ | (ਤਿੰਨ ਵਿਚੋਂ ਇਕ) | 12 ਅੰਕ |
| 2. | ਪਾਤਰ ਚਿਤਰਨ | (ਤਿੰਨ ਵਿਚੋਂ ਇਕ) | 12 ਅੰਕ |
| 3. | ਸੰਖੇਪ ਰਚਨਾ | | 09 ਅੰਕ |
| 4. | ਭਾਗ ਅ-2 ਵਿਚਲੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ) | | 12 ਅੰਕ |
| 5. | ਭਾਗ ਓ ਵਿਚੋਂ ਕਹਾਣੀਆਂ ਅਤੇ ਅ-2 ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। | | |
| | ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ। | | 15x2=30 ਅੰਕ |

ਸਹਾਇਕ ਪਾਠ-ਸਾਮ੍ਰਗੀ

1. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ-1, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1991, ਪੰਨਾ 67-73
2. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ-1।, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1992

3. ਗਿ. ਲਾਲ ਸਿੰਘ ਤੇ ਹਰਕੀਰਤ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਣ, ਪੰਜਾਬ ਸਟੇਟ ਯੂਨੀ. ਟੈਸਕਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ
4. ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ, ਸਾਹਿਤਆਰਥ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ
5. ਡਾ. ਬਲਦੇਵ ਸਿੰਘ ਧਾਲੀਵਾਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ
6. ਖੋਜ ਪਤ੍ਰਿਕਾ (ਗਲਪ ਵਿਸ਼ੇਸ਼ ਅੰਕ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ
7. ਡਾ. ਜਗਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ: ਸ਼੍ਰੇਣੀਆਂ ਤੇ ਇਕਾਈਆਂ

ਬੀ.ਬੀ.ਏ./ਬੀ.ਸੀ.ਏ./ਬੀ.ਪੀ.ਈ. ਭਾਗ-ਦੂਜਾ, ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)
2015-16, 2016-17 ਅਤੇ 2017-18 ਸੈਸਨ ਲਈ
(ਸਮੈਸਟਰ ਚੌਥਾ)

ਕੁਲ ਅੰਕ : 100	ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ	ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09
ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ	ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26
ਸਮਾਂ : 3 ਘੰਟੇ	(ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ

ਭਾਗ-ੳ

ਕਾਵਿ ਰੰਗ (ਆਧੁਨਿਕ ਕਵਿਤਾਵਾਂ ਦਾ ਸੰਗ੍ਰਹਿ), ਸੰਪਾਦਕ ਲਖਵੀਰ ਸਿੰਘ, ਪ੍ਰੋ. ਯੋਗਰਾਜ ਅਤੇ ਡਾ. ਹਰਚਰਨ ਸਿੰਘ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਓਰੇ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2015

ਭਾਗ-ਅ

ਅ-1 ਅਨੁਵਾਦ

ਅ-2 ਵਿਆਕਰਣ:

- (i) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਇਤਿਹਾਸ
- (ii) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ
- (iii) ਪੰਜਾਬੀ ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ

ਭਾਗ-ੲ

ਭਾਗ ੳ ਅਤੇ ਅ ਦੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ

- ਭਾਗ ੳ ਵਿਚੋਂ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ (ਤਿੰਨ ਵਿਚੋਂ ਇਕ) 12 ਅੰਕ
- ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ (ਚਾਰ ਵਿਚੋਂ ਦੋ) $2 \times 6 = 12$ ਅੰਕ
- ਅਨੁਵਾਦ (ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ) 09 ਅੰਕ
- ਭਾਗ ਅ-2 ਵਿਚਲੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ) 12 ਅੰਕ
- ਭਾਗ ੳ ਵਿਚੋਂ **ਕਵਿਤਾ ਦੀ ਪੁਸਤਕ** ਅਤੇ ਅ -2 **ਵਿਆਕਰਣ** ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ। $15 \times 2 = 30$ ਅੰਕ

ਸਹਾਇਕ ਪਾਠ-ਸਾਮ੍ਰਗੀ

- ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ-1, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1991, ਪੰਨਾ 67-73
- ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ-1, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1992

3. ਗਿ. ਲਾਲ ਸਿੰਘ ਤੇ ਹਰਕੀਰਤ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਣ, ਪੰਜਾਸ ਸਟੇਟ ਯੂਨੀ. ਟੈਸਕਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ
4. ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ, ਸਾਹਿਤਆਰਥ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ
5. ਰਾਜਿੰਦਰ ਪਾਲ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ ਪੁਨਰ ਚਿੰਤਨ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ।
6. ਰਾਜਿੰਦਰ ਪਾਲ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
7. ਜਸਵਿੰਦਰ ਸਿੰਘ , ਨਵੀਂ ਪੰਜਾਬੀ ਕਵਿਤਾ ਪਛਾਣ ਚਿੰਨ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ

**ORDINANCES
AND
OUTLINES OF TESTS,
SYLLABI AND COURSES OF READING
FOR**

**BACHELOR OF BUSINESS
ADMINISTRATION (B.B.A.)
PART-III (SEMESTER V & VI)**

FOR

2016-2017, 2017-2018 & 2018-19

ftfdnkoEhnK bJh lo{oh jdkfJsK

- 1 fJe nekdfwe ;kb s' tX/o/ ;w/A d/ ;zrfms fe;/ e'o; ftu, id'A e'Jh ftfdnkoEh dkyabk b?D T[gozs gqhfynk fdzdk j? sK T; ;w/A gqufbs nfXnkd/;a nekdfwe ;kb d/ d''okB iK nzs ftu j'Jh gqhfynk bJh bkr{ ;wM/ ikDr/ go :{Bhtof;Nh nfXnkd/;aK nXhB nfijh e'Jh ;aos\$pdz;a BjhA fe ;zrfms e'o; ftu dkyb/ T[gozs :{Bhtof;Nh tb' ;zpzXs nfXnkd/;aK ftu e'Jh sowhw BjhA ehsh ik ;edh. b'V nB[;ko, ;'X/ j'J/ nfXnkd/P Bt/A iK g[okD/ jo fe;w d/ ftfdnkoEhnK s/ fJe ;wkB bkr{ j'Dr/.
- 2 e'Jh th ftfdnkoEh fJe' e?bzvo to/Q ftu j'D tkb/ d' w[Zy (Major) fJwfsjkBk ftu BjhA p?m ;edk.
- 3 i/ e'Jh ftfdnkoEh fJe' ;?;aB ftu d' fJwfsjkBK (Major and Minor) bJh gqhfynk dkyabk cakow\$cah; Godk j? sK v/N^;ahN ftu fwshnK d/ fe;/ Neok dh ;{os ftu T[j e/tb fJe jh fJwfsjkB ftu p?m ;e/rk. nfijh jkbs ftu T[; dk e'Jh ekB{zBh jZe BjhA fe T[j fJe' jh ;w/A d' fJwfsjkB d/ ;e/. fJ; ;{os ftu d{oh gqhfynk bJh iwQk eotkJh cah; tkg; BjhA ehsh ikt/rh.
- 4 fiZE/ :{Bhtof;Nh d/ nkgD/ ekoDK eoe/ ftfdnkoEh dk Bshik b/N x'f;as j[zdk j?, T[ZE/ g[Bo^w[bKeD d/ e;/K B{z SZv e/ nrb/ fJwfsjkB bJh ckow\$cah; d/D fjZs ftfdnkoEh B{z Bshik ekov s/ nzfes fwsh s'A 15 fdB dk ;wK fpBk b/N cah; s' fdZsk ikt/rk. T[gozs f;afvT{b nB[;ko pDdh b/N cah; uko i ehsh ikt/rh. ftfdnkoEh d/ nkgD/ ekoDK eoe/ b/N x'f;as BshfinK ftu fe;/ th wzst bJh fpBK b/N cah; s'A e'Jh ;wK BjhA fdZsk ikt/rk go nfij/ e;/K ftu g[Bo^w[bkeD dh fJikls BjhA j't/rh.
- 5 e'Jh ftfdnkoEh fe;/ gqhfynk bJh e/tb gqhfynk dkyabk cakow\$cah; iK gqhfynk dk Bshik nkT[D s/ g[Bo^w[bKeD bJh ckow\$ch; d/D\$iwQK eotkT[D Bkb jh gqhfynk\$nrhb gqhfynk ftu p?mD dk jZedko BjhA j't/rk.
- 6 fiBQK ftfdnkoEhnK B/ j/mbh gqhfynk gzikp ;e{b n?ia{e/;aB p'ov\$gzikph :{Bhtof;Nh s'A fJbktk fe;/ j'o p'ov\$:{Bhtof;Nh s'A gk; ehsh j't/, T[BQK B{z nkgD/ n;bh gqwkD gZso, ft;fsqs nze^fpT{ok^ekov, fvroh ns/ wkJhrq/;aB ;oNhfce/N nkfd gqhfynk dkyabk cakow d/ Bkb d/D/ j'Dr/, fiBQK d/ nkXko s/ T[BQK B/ gqhfynk d/Dh j?/. nfijk Bk eoB s/ T[BQK dh gqhfynk bJh gksosk oZd eo fdZsh ikt/rh.go i/eo e'Jh ftfdnkoEh wkJhrq/;aB ;oNhfce/N ;w/A f;o BjhA G/idk sK T[j 1000\$^ o[gJ/ (iK T[; ;w/A i' th bkr{ j't/) i[owkBk cah; Bkb G/I ;edk j?.
- 7 i/eo gqhfynk dkyabk cakow ftu e'Jh so[ZNh gkJh rJh, fit/A ftfdnkoEh d/ j;skyao iK gqhfynk dkyabk cakow s;dhe eoB tkb/ nfXekoh d// j;skyao, nj[dk s/ w'jo dk Bk j'Dk, ofi;Nq/;aB Bzpo, gfjb/ fJwfsjkBK d/ o'b Bzpo, gqhfynk e/Ado d/ fJzdoki dk Bk j'Dk, n;bh nze^fpT{ok^ekov iK fvroh dk BK d/DK, iK gqhfynk cah;\$b/N cah; xZN iwQK eotkJh j'Dh nkfd, sK nfijhnK so[ZNhnK d{o eotkT[D fjZs ftfdnkoEh tZb'A dcaso B{z b'VhAd/ d;skt/ia g/;a eoB ;w/A 200\$^ o[gJ/ (iK ;w/A s/ i' th bkr{ j't/) dh so[ZNh cah; tZyoh iwQK eotkT[Dh j't/rh sK jh T[j soZ[Nh gqhfynk dkybk cakow ftu'A d{o ehsh ikt/rh.ftfdnkoEh fJj so[ZNhnK gqfynk bJh dkyabk cakow\$ cah; gqkgsh dh nzfs wsh s'A gfjbK^gfjbK b'VhAd/ d;skt/iK dh g[osh eod/ j'J/ T[go do;kJh soZ[Nh cah; Bkb d{o eotk ;ed/ jB. nzfs wsh s'A pknd, ft;a/;a jkbks ftu, so[ZNh d{o eotkT[D dh cah; uhca e'^nkovhB/No gqhfynktK tZb'A w'e/ s/ bJ/ ca?;b/ nB[;ko tZyo/ s"o s/ fBoXkfos ehsh ikt/rh.
- 8 ftfdnkoEh g{oh ch; p?Ae vokcN okjha G/i/. p?Ae vokcN ofi;Noko, gzikph :{Bhtof;Nh, gfNnkbk d/ Bkw j't/ iK cah; :{Bhtof;Nh yaikBuh, gzikph :{Bhtof;Nh, gfNnkbk e'b ekTA{No s/ th iwQK eotkJh ik ;edh j?.
- 9 gqhfynk dkyabk ckow GoB s'A gfjbK ftfdnkoEh fJj iao{o iKu bt/ fe ubzs gkm^eqw (f;b/p;) eh j?< gqhfynk Bkb ;zpzfXs Bt/A fB:w eh jB< fJj fB:w w[yh, gpbhe/;aB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk gk;' fB;afus ndkfJrh d[nkok jk;b ehs/ ik ;ed/ jB.
- 10 ;kbkBk gqhfynk ;w/A g{o/ ftf;anK dh gqhfynk d/D T[gozs oh^nghno nkT[D bJh fBoXkfos gfjb/ w'e/

bJh T[/ ;kb dh ;kbbKb gqhfynk dk f;b/p; bkr{ j't/rk. go oh^ngghno d// d{/o/ w"e/ bJh nrhb ;kbbKb gqhfynk dk ukb{ (Current) f;b/p; bkr{ j't/rk, c/bQ, fJzgo{tw?AN, ft;a/a w"ek nkfd e;/K ftu th T[/ ;kb dk ukb{ (Current) f;b/p; bkr{ j't/rk.

11 o?r{bo, gqkJht/N iK gZso^ftjko f;Zfynk ftGkr okjHA gqhfynk d/D tkb/ ;ko/ ftfdnkoEh nkgDhnK 5%4 ;?ANhwhNo ;kJhia dhnK fpBk r'rbia s' fJe' B?r/fNt s'A fsnko ehshnK BthBsw c'N'nk gqhfynk dkyabk cakow ftu fB;afus EK s/ fugekT[D. fJBQK c'N'nk s/ ftfdnkoEh nkgD/ j;sk Yao eo/rk s/ fgsk dk BK, gqhfynk ns/ gqhfynk e/Ado dk Bk fby/rk. ;ik:kcask iK b/N ekbi ftfdnkoEhnK d/ e/; ftu fJjBk c'N'nk s/ T[jh nfXekoh j;skyo eo/rk fi; B/ gqhfynk dkyabk cakow s;dhe ehsk j't/.

12 o'b Bzpo ikoh j'D d/ pkti{d th gksosk pko/ ojh e'Jh so[ZNh B'fN; ftu nkT[D s/ gqhfynk bJh gksosk ns/ gqhfynk dkyabk cakow fe;/ th ;w/A oZd ehsk iK ;edk j?/. nfij/ e;/K ftu fiazw/tkoh ftfdnkoEh dh nkgDh j't/rh.

13 gqhfynk e/Ado pdbD bJh fBoXkos ckow s/ fdZsh rJh jo soQK Bkb w[ezwb noiah s/ jh r"o ehsh ikt/rh. fBoXkos fpB?^ckow, d' s;dhe^P[dk c'N'nk ns/ 1,000\$^o[gJ/ (iK ;w/A s/ i' th bkr{ j't/) dh cah;; i' ofi;Noko, gzikph :{Bhtof;Nh, gfNnkbk d/ Bkw p?Ae vokcN okjHA iK :{Bhtof;Nh yaikBuh e'b iwQK eotkJh rJh j't/, dh o;hd ;fjs fvgNh ofi;Noko (gqhfynktK), gzikph :{Bhtof;Nh, gfNnkbk B{z ofi;Nov vke okjh G/fink ikt/. gqhfynk e/Ado pdbD bJh fpB?^gZso gqhfynk bJh cakow\$cah; gqkgsh dh nzfs wsh s'A gfjbK^gfjbK dcaso ftu g[ZiDk ukjhdk j?. uhca e'^ nkovhB/No gqhfynktK s'A gqhfynk e/Ado pdbD dh gqtkBrh dh fuZmh fwbD s'A fpBK fe;/ ftfdnkoEh dk gqhfynk^e/Ado fJe EK s'A d[ih EK pdbD dh gqfefonK gZeh BjhA wzBh ikt/rh. i/ e'Jh ftfdnkoEh :{Bhtof;Nh tZb'A nbkN ehs/ gqhfynk e/Ado dh pikJ/ fe;/ j'o gqhfynk e/Ado ftu fJwfsjkB fdzdk j? sK T[/; dhnK T[Zso^ ekghnK oZd do fdZshnK ikDrhnK. gqhfynk e/Ado pdbD bJh p/Bsh T[Zs/ e/tb fJBQK ;osK ftu jh ftuko ehsk ikt/rkL ftfdnkoEh dh B"eoh ftu spkdbk, wksk fgsk iK rkovhnB dk spkdbk, ftfdnkoEh dh fpwkoh fi; bJh T[/; B{z ;oekoh j;gskb s'A w?vheb ;oNhfce/N iK B"eoh dk spkdbk^;oNhfce/N ;p{s ti'A d/Dk j't/rk.

14 gqkJht/N ftfdnkoEh B{z gqhfynk cakow s;dhe eokT[D dh b'V BjhA.

15 gqhfynktK d/ fe;/ wzst Bkb ;pzXs ftfdnkoEhnK tZb' G/i/ nX{o/ cakow fpBK fe;/ ;{uBk d/ oZd eo fdZs/ ikDr/. fJe tkoh Goh j'Jh cah; tkg; BjhA ehsh ikt/rh ns/ Bk jh fe;/ nrh/ fJwfsjkB bJh wzBh ikt/rh, p/;aZe ftfdnkoEh B/ ckow Bk th G/fink j't/ iK ftfdnkoEh fJwfsjkB d/D d/ :r Bk j't/ iK gfjbK G/i/ gqwkD gZsoK d/ nekdfwe foekov nB[;ko T[/; B{z fJwfsjkB ftu p?mD dh wBkjh j't/. ftfdnkoEh tZb'A G[b/y/ ekoB fBoXkfos s'A finkdk cah;\$ia[owkBk cah; nkfd iwQK eotkT[D s/ tkX{ iwQK eotkJh oew dh e'Jh n?vi;Nw?AN iK tkg;h BjhA j't/rh.

16 fijV/ ftfdnkoEh n?w aJ/ a dk fJwfsjkB gqkJht/N ftfdnkoEhnK Bkb ;zpzXs nfXfB:wK nXhB d/Dk ukj[zdk jB, T[AjBk B{z nkgDk n;bh nze^fpT{ok^ekov tr?ok gqhfynk dkyabk ckow Bkb d/D/ j'Dr/ Gkt/A T[AjBK B/ j/mbk fJwfsjkB gzikph :{Bhtof;Nh s' jh feT[A Bk gk; ehsk j't/.

17 gqkJht/N ftfdnkoEhnK Bkb ;pzXs fB:wK nXhB n?wHJ/H dh gqhfynk d/D tkb/ fiBQK ftfdnkoEhnK dh j/mbh gqhfynk\$;pzXs ft;a/ d/ gqkgs ehs/ nzeK dh gk; gqsh;assk b'VhAdh gk; gqsh;assk s'A xZN ofjD ekoB T[j n?wHJ/H Gkr^gfjbK bJh gZso^ftjko f;Zfynk ftGkr ftu dkyabk b? e/ gqhfynk fdzd/ jB, T[BK B{z T[/; ebk; d/ Gkr^d{ik dh gqhfynk th gZso^ftjko f;Zfynk ftGkr ftu dkyabk b? e/ d/Dh j't/rh, nfij/ ftfdnkoEhnK B{z Gkr^d{ik dh gqhfynk gqkJht/N s"o s/ d/D dh nkfrnk BjhA j?.

18 n;b ftf dne :rsk ;oNhfce/Nk s'A fpBK ftfdnkoEh d[nkok fdZs/ j'o ;ko/ n;b d;skt/ia i' gqhfynk bJh T[/; dh gksosk gZeh eoB Bkb ;zpzXs j'Ad, tkfg; BjhA ehs/ ikDr/. ftfdnkoEhnK B{z fJj ukjhdk j? fe T[j T[BK gqwkD gZsoK dh Beb nkgD/ e'b oZyD. gqhfynk dkyabk cakow Bkb BZEh ehs/ n;b d;skt/iK d/ t/oftnK dk fJzdokia gqhfynk dkyabk cakow ftu fdZsh EK s/ io{o ehsk ikt/. nfijj

Bk eoB dh ;{os ftu fe;/ d;skt/ia d/ r[zw j' ikD pko/ ftfdnkoEh dk e'Jh dkntk BjhA ;[fDnk ikt/rk. i/ ftfdnkoEh B{z T[; tZb'A gqhfynk bJh gksosk gZeh eoB fjZs dcaso B{z G/i/, ftf dne : "rsk d/ n;b ;oNhfce/N ;pzfXs gqhfynk dk Bshik x'f;as j'D T[gozs fJe wjhB/ d/ nzdo^nzdo BjhA w[Vd/ sK T[j s[ozs ofi;Nov vke okjhA dcaso B{z ;{fus eo'. fJ; fgZS"A :{Bhtof;Nh dcaso tb'A T[; dk e'Jh dkntk BjhA ;[fDnk ikt/rk.

19 fijV/ ftfdnkoEh nkgDk gqhfynk dk dkyabk cakow fBZih s"o s/ g[ZS^frZS (Inquiry) ;akyk ftu iwK eotkT[d/ jB sK T[j cakow d/D ;w/A o;hd iao{o b?D. nfijk Bk eoB dh ;a{os ftu T[jBK dk gqhfynk dkyabk cakow r[zw j' ikD pko/ e'Jh dkntk BjhA ;[fDnk ikt/rk.

20 ftfdnkoEh ;g;aN o{g ftu dZ;' fe T[; d/ ft;a/\$gou/ ftSbh nkg;aB fejVh j?.300\$^ o[gl/ (iK ;w/A s/ l' th bkr{ j't/) dh so[ZNh cah; Bkb fpB? T[gozs gqtkBrh jkf;b eoe/, i' b'V gt/ sK ftfdnkoEh nkgD/ gqhfynk dkyabk cakow ftu ft;a/\$gou/ dh nkg;aB pko/ gqhfynk bJh cakow\$cah; gqkgsh dh nzfsw fwsh s'A gfjbK^gfjbK pdb ;edk j?. T[; s'A pknd e'Jh ft;ak iK gou/ dh nkg;aB pdbD dh nkfrnk Bjha j't/rh. nzfsw fwsh s' pknd, ft;/a;a jkbks ftu, ft;ak iK gou/ dh nkg;aB pdbD dh cah; uhc e'^nkovhB/No gqhfynktK tZb'A w"e/ s/ bJ/ cA?;b/ nB[;ko tZyo/ s"o fBoXkfos ehsh ikt/rh. f;oc fpB?^gZso iK cah; iwQK eotkT[D Bkb jh ft;a/\$gou/ dh nkg;aB\$pdhb gZeh BjhA wzBh ikt/rh.

21 gqkJht/N ftfdnkoEh gqhfynk dkyabk ckow ftu fdZsh ;{uBk nB[;ko :{Bhtof;Nh nfXeko^y/so ftu nkT[Ad/ T[; ;afjo B{z nkgDk gqhfynk e/Ado pDkT[D, fiE/ T[j gqhfynk dkyabk cakow GoB t/b/ fgSb/ pkoK wjhfbnk s'A ofj oj/ j'D. i/eo :{Bhtof;Nh tZb'A T[; EK gqhfynk e/Ado BjhA pDkfJnk iKdk sK gqhfynk dkyabk cakow ftu ftfdnkoEh tZb'A fdZsh ;{uBk nB[;ko fojkfJ;a d/ B/V/ dk e/Ado fdZsk ikt/rk.

22 i/ fe;/ ftfdnkoEh dk Bshik o'fenk frnk j't/ sK T[; B{z g[Bo^w[bKeD eokT[D dk ekbi ftu dkyb/ bJh Bshi/ pko/ nkoih ;{uBkk fdZsh ikt/rh. fJ; soQK T[; B? Gkt/A g{oh gqhfynk gk; Bk ehsh j't/, T[j :{Bhtof;Nh fB:wK nB[;ko ;w/A s/ T[j ;kohnK T[gukfoesktK g{ohnk eo ;edk j?, i' dkyab/ ns/ nrbh gqhfynk bJh iao{oh jB. ;aos fJj j? fe T[j T[; wzst bJh pkeh jo soak Bkb :{Bhtof;Nh nfXnkd;/aK nB[;ko : 'r j't/. i/ ftfdnkoEh j/mbh gqhfynk fB;afus ;w/A ftu gk; BjhA eodk sK Bshi/ pko/ T[go'es nkoiah ;{uBk nkgD/ nkg oZd ;wZMh ikt/rh.

23 oh^nghno ftfdnkoEhnK B{z nrb/ ;?;aB dh oh^nghno gqhfynk bJh ns/ c/bQ ftfdnkoEhnK B{z nrbh ;kbbKk gqhfynk bJh dkyabk cakow ns/ cah; fBoXkfos ;afvT{b nB[;ko ;w/A f;o GoBh j't/rh. nfij/ ftfdnkoEh g[Bo^w[bKeD bJh th ngbkJh eo ;ed/ jB go oh^nghno ftfdnkoEhnK B{z g[Bo^w[bKeD eokT[D ekoD nB[g{oe\$;kbbKk gqhfynk bJh fpBK i[owkB/ s'A gqhfynk dkyabk cakow ns/ cah; GoB dk bkG BjhA fdZsk ikt/rk. Id'A fe g[Bo^w[bKeD dk Bshik x'f;as j'D T[gozs fiBQK gohfynkoEhnK dh eg?f;Nh ca/b s'A oh^nghno iK gk; pD iKdh j? T[j gqhfynkoEh g[Bo^w[bKeD dk Bshik fBebD dh fwsh s' 10 fdBK (;w/s S[ZNhnK) d/ nzdo^nzdo th nrbh gqhfynk bJh fpBK b/N cah; s'A nkgDk cakow\$cah; iwQK eotk ;ed/ jB. T[; s'A pknd ubzs ;afvT{b nB[;ko b/N cah; bZr/rh.

24 gqhfynk e/Ado ftu fe;/ j'o ftfdnkoEh B{z nkgDh EK g/go d/D fjZs rbs sohe/ ngDkT[d/ j'J/ Bk fpmkfJnk ikt/. Beb eoB bJh ;jkJh ;kwkB fit/A fe w'pkfJb c'B, g/iao ns/ j'o fe;/ th soQK dh fJsokia : 'r t;s{ gqhfynk e/Ado ftu fbikD dh wBkjh j?. i/eo jdkfJsK fto[ZX fe;/ ftfdnkoEh s'A fJj ;kwkB gqhfynk e/ado ftu gkfJnk iKdk j? sK e/Ado fBrokB\$T[vB^d;s/ tZb'A w"e/ s/ iaps eo fbnk ikt/rk ns/ Bkb jh ftfdnkoEh s/ nB[fus ;kXBK dh tos'A dk e/; th pDkfJnk ikt/rk. i/eo e'Jh ftfdnkoEh fe;/ j'o ftfdnkoEh dh EK g/go fdzdk j? iK gouk jZb eoB bJh fe;/ ftfdnkoeh e'b'A e'Jh ;jkJh ;wkB gkfJnk iKdk j? sK T[; fto[ZX th :{Hn?w a;h a e/;

pDkfJnk ikt/rk, fi; sfjs ftfdnkoEh B{z :{ an?w a;h a fB:wK nXhB gzi ;kb sZe fe;/ th :{Bhtof;Nh gqhfynk ftu p?mD s' tzfus ehsk ik ;edk j?.

25 All disputes arising from examination form or documents connected therewith are subject to the territorial jurisdiction of courts situated at Patiala only to the exclusion of all other Lower/session Courts in India.

26 ph aJ/ a (n?vh;aBb ft;a/) bJh fJ; :{Bhtof;Nh s'A fJbktk gzikp :{Bhtof;Nh, uzvhrVQ ns/ gzikp oki dhnK j'o :{Bhtof;Nh d/ rq?iJ/N; jh gqhfynk d/ ;eDr/. gzikp oki s'A pkjo dh fe;/ :{Bhtof;Nh s'A r?qiJ/;aB eoB tkb/ ftfdnkoEhnK B{z fJj gqhfynk d/D dh nkfrnk BjhA j't/rh. jo/e ftfdnkoEh B{z ubzs (Current) f;b/p; nB[;ko Gkr 1, 11 ns/ 111, (fszB/ GkrK) dh gqhfynk d/Dh gt/rh/ g?qeNheb tkb/ ftf;anK dh gqhfynk d/D dh nkfrnk BjhA j't/rh/ phH J/H n?vh;aBb fJe ft;a/ dh gqhfynk nB[g{oe gqhfynk d"okB ns/ d' ftf;anK dh gqhfynk ;kbbKk gqhfynk d"okB bJh ikt/rh.

27 fJzgo{tw?AN d/ ftfdnkoEh bJhL

(T) fJzgo{tw?AN e/tb ;kbbKk gqhfynktK d"okB ubzs (Current) f;b/p; nB[;ko jh ehsh ik ;edh j?. fJzgo{tw?AN bJh gqhfynk d/ tZy^tZy GkrK bJh fJe' cakow Gfonk ikt/. fiBQK GkrK dh fJzgo{tw?AN eoBh j?, b'V nB[;ko, T[BQK dh pDdh e[Zb cah; fJe' o;hd\$?Ae vokcN okjhA Goh ikt/. fJzgo{tw?AN bJh jo ebk;\$e'o; d/ jo/e Gkr bJh, fBoXkfos gqfynk cah; s' 50# tZX cah; Goh ikt/. fJzgo{tw?AN jo e'o; ftu d' ;kbbK ftu d' uK; nXhB ehsh ik ;edh.

(n) fJzgo{tw?AN bJh fiBAK ebk;K\$e'o;K ftu ftt;Ek j?, T[BQK ftu fiZE/ 5 g/go jB T[BQK ftu'A e/tb 2 fET{oh g/go, gqfs Gkr, ns/ fiZE/ 5 s'A tZX g/go jB T[BQK ftu' e/tb 3 fET{oh g/go, gqfs Gkr, fJzgo{tw?N ehsh ik ;edh j/. fe;/ th ebk;\$e'o; dh cakJhBb gqhfynk gk; eoB T[gozs Bkb brd/ 2 ;kbbK ftu 2 w"fenK ftu fJzgo{tw?AN ehsh ik ;edh j?. fJ; ntXh T[gozs ftfdnkoEhnK B{z fJzgo{tw?AN dk e'Jh j'o w"ek BjhA fdZsk ikt/rk. gq?eNheb g/goK ftu fJzgo{tw?AN BjhA ehsh ik ;edh.

(J) fi; ft;a/ ftu ftfdnkoEh B/ T[Zu/oh ebk; dh gqhfynk gk; ehsh j'Jh j't/ iK T[;/ ft;a/ ftu T[Au/oh ebk; d/ fe;/ fJe Gkr dh gqhfynk gk; ehsh j'Jh j't/ iK g/go d/ fojk j't/ iK fe;/ Gkr u' oh^ngnho dh gqhfynk ns/ j/mbh ebk; dh fJzgo{tw?AN dh gqhfynk dk ft;ak fJe' Bjh, fGzB j?, sK nfijh e'Jh pzfd;a BjhA j't/rh.

fJ; ;zpzXh fe;/ th soQK dh tX/o/ ikDekoh bJh g[ZS^frZS ns/ ;{uBk e/Ado (w/B r/N), gzikph :{Bhtof;Nh e?Ag; Bkb N?bhc'B Bz a 0175^3046366,3046367 s/ ;zagoe ehsk ikt/. Bshi/ ;zpzXh ikDekoh bJh u?Ze eo' www.universitypunjabi.org :{Bhtof;Nh N?bhc'B n?e;u/Ai Bzpo 0175^3046598, 99 a

ezNo'bo gqhfynktK

ORDINANCES FOR BACHELOR OF BUSINESS ADMINISTRATION

1. B.B.A. is an integrated course comprising two parts spread over three years. Each part will consist of two semesters. The course of study of B.B.A. shall be divided in six semesters and university examination will be held at the end of every semester in the months of December/January (for semester I,III & V) and April/May (for semester II, IV & VI) or as fixed by the Vice-Chancellor.
2. A candidate must complete and pass the whole course of three years within a maximum of five years from the date of admission in B.B.A. first semester.
3. A candidate will be eligible to join Ist semester of B.B.A. course, if he/she has passed +2 examination of Punjab Schooll Education Board, or any other examination recognized as equivalent there to without reappear.
4. Semester examinations will be open to regular candidates who have been on the rolls of a college affiliated to this University and meet the attendance and other requirements as prescribed in the ordinances of the course.
5. Subject to fulfillment of requirement of House examinations, the attendance requirements and these ordinances, there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.

To qualify for admission to 2nd year of the Course, the candidate must have passed 50% of total papers of the two semesters of the 1st year. Similarly, to qualify for admission to 3rd year of the course, the candidate should have passed 50% of total papers of four semesters of the earlier two years.

A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

The examination of reappear papers of odd semester will be held with regular examination of the odd semester and reappear examination of even semester with the even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester.

6. Attendance Requirements

Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc, separately. Provided that a deficiency in attendances may be condoned for special reasons, as per the relevant ordinances on the subject.

7. To be eligible to appear in the semester examination a candidate must have obtained in the house examination at least 25% marks in each paper; 33% marks in the aggregate of all subjects of the semester. The Principal at his discretion may allow a special test to a candidate who could not appear in the House examination owing to unavoidable reasons or fails to secure the minimum marks as prescribed above.
8. **Late college students:** A candidate who has completed the prescribed course of instructions for a semester but has not appeared in the examination or having appeared, has failed in the examination, may appear as a late college student within the prescribed period.
9. **The pass and reappear students of B.B.A Part-I and II** from Panjab University, Guru Nanak Dev University and Punjab Technical University shall be treated at par with the corresponding students of this University. But in case such a student is admitted in B.B.A. semester III or V in this University, he/she will be required to clear deficient papers, if any.
10. Applications for admission to the examination shall be made on the prescribed form attested by the competent authority as per University rules.
11. Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.
12. The last date by which examination forms and fees must reach the Registrar shall be as follows.

Semester	Without late fee	With late fee of Rs. 800/-	With late fee of Rs.1200/-	With late fee of Rs.5000/-	With late fee of Rs. 10,000
December/ January	30 th September	15 th October	21 st October	31 st October	10 th November
April/May	20 th February	15 th March	21 st March	31 st March	15 th April

13. University medal will be awarded to a candidate who secures first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the award of medal/prizes etc. will be applicable in the award of University medal to the topper of this examination.
14. All the question papers except Punjabi and English will be set both in English and Punjabi and candidates can answer the questions either in English or Punjabi or Hindi. The paper in Punjabi language will be set in Punjabi only and candidate will be required to answer in Punjabi only.
15. The minimum number of marks required to pass each semester examination will be 35% in each paper and 40% in the aggregate of the semester examination. Provided that in papers with practicals, the percentage shall be required separately in written and practical/lab work. The candidate shall also be entitled to grace marks as admissible under the general ordinance relating to the 'Award of Grace Marks'.
16. The successful candidate shall be classified on the basis of aggregate marks secured in all the six semesters B.B.A. taken together as under:
75% or more with distinction.
60% or more in the first division.
50% or more but less than 60% in the second division.
Below 50% in the third division.
- *17. "A candidate who has passed B.B.A. examination from this University shall have one chance, within a period of two years, after passing the examination, to improve his Division in a maximum of 1/3 of total theory papers in all parts of Examinations and be awarded 1% of grace marks on the basis of given papers". Out of papers taken up, the candidate will be given benefit of increase in marks, where the marks have increased in Paper/Papers.

*ftfdnkoEh d' ;kb d/ nzdo^nzdo fJe w"ek wkDd/ j'J/ 1\$3 fET{oh g/go fJzgo{t eo/rk ns/ fJj fET{oh g/go n"v ik JhtB ;w?;No d/ jh Go/rk. ftfdnkoEh n"v iK JhtB ;w?;NoK d/ g/go fJeZm/ fJzgo{t BjhA eo ;e/rk.

SCHEME OF B.B.A. THREE YEAR COURSE

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

BBA THIRD YEAR

BBA 5TH SEMESTER	MARKS
------------------------------------	--------------

BBA-500 COMMUNICATION SKILLS IN PUNJABI	100
BBA-500A ELEMENTARY PUNJABI	100
BBA-501 BUSINESS RESEARCH METHODS	100
BBA-502 WORKSHOP ON TIME AND WORKLOAD MANAGEMENT	50
BBA-503 SEMINAR ON SUMMER INERNSHIP	50

CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO FUNCTIONAL AREAS

MARKETING MANAGEMENT

BBA-504 EXPORT MARKETING	100
BBA-505 RURAL MARKETING	100
BBA-506 BRAND AND PRODUCT MANAGEMENT	100

HUMAN RESOURSE MANAGEMENT

BBA-507 INTERPERSONAL SKILLS IN MANAGEMENT	100
BBA-508 MANAGEMENT OF INDUSTRIAL RELATIONS	100
BBA-509 PSYCHOLOGICAL TESTING	100

FINANCE

BBA-510 STOCK MARKET OPERATIONS	100
BBA-511 INSURANCE MANAGEMENT	100
BBA-512 INVESTMENT MANAGEMENT	100

INFORMATION TECHNOLOGY

BBA-513 DATABASE MANAGEMENTS SYSTEMS	100
BBA-514 WEB DESIGNING	100
BBA-515 TELECOMMUNICATIONS FOR BUSINESS	100

EVENT MANAGEMENT

BBA-516 EVENT DESIGN AND SPONSORSHIP	100
BBA-517 EVENT OPERATIONS AND LOGISTICS	100
BBA-518 EVENT PROPOSAL AND MARKETING	100

MEDIA MANAGEMENT

BBA-519 CORPORATE COMMUNICATION	100
BBA-520 NEW MEDIA TECHNOLOGY	100
BBA-521 DEVELOPMENT COMMUNICATION	100

BBA 6TH SEMESTER

BBA-601 INDUSTRIAL TRAINING PROJECT	100
BBA-602 PROJECT REPORT	200
BBA-603 SEMINAR ON THE PROJECT REPORT	100
BBA-604 VIVA-VOCE	100

**BBA-500: Gkr shik gzikph bklwh
;w?;No gzik**

e[Zb nzeL100	ftP/ ftu'A gk; j'D bJh nzeL35
nzdo{Bh w[bKeDL 40 nze	nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 14
pkjoh gohfynk L 60 nze	pkjoh gohfynk ftu'A gk; j'D bJh nze L 21
;wK L 3 xzN/	(nfXnkgB L 50 gohnv)

f;b/p; ns/ gkm^g[;seK
(Gkr T)

1H b'eXkok dh G{fwek, ;zgkde vkH G[fgzdo f;zx yfjok ns/ vkH ;[oihs f;zx
(Gkr^n)

2H b/y ouBk L gzikp d/ w/fbnK iK fsT[jkoK Bkb ;pzXs .
(Gkr^j)

3H ftnkeoD

- (i)** BkT[A tkezPL gfoGkPk, pDso ns/ gqeko
- (ii)** fefonk tkezPL gfoGkPk, pDso ns/ gqeko

nze tzv ns/ g/go ;?No bJh jdkfJsK

1H f;b/p; d/ ;ko/ GkrK ftu'A gqPB g[ZS/ ikDr/.
2H g/go B{z fszB GkrK T, n ns/ J ftZu tzfvnk ikt/rk.
3H Gkr T ftu'A fe;/ fJe b/y dk ftPk t;s{\$;ko (fszB ftu'A fJZe) 10 nze
4H Gkr T ftu'A fe;/ fJe b/y ;pzXh d' gqPB (gzi ftu'A d') 4!2 = 8 nze
5H Gkr n b/yL fe;/ fJZe ftP/ s/ b/y (fszB ftu'A fJZe) 10 nze
6H Gkr J d/ Bzpo 3 T[~s/ fBoXkos ftnkeoD ftu'A toDBkswe gqPB (d' ftu'A fJZe) 12 nze
7H Gkr T ftu'A b'eXkok dh G{fwek ns/ Gkr J d/ ftnkeoD tkb/ Gkr ftu'A ;zy/g T[~soK tkb/ 10 gqPB g[ZS/
ikDr/. ftfdnkoEhnK B/ ;ko/ gqPBK d/ ;zy/g T[~so d/D/ j'Dr/. jo/e T[~so d/ d' nze j'Dr/.10!2 = 20 nze

;jkfJe gkm^;wZroh

- 1H joehos f;zx, GkPk ftfrnkB ns/ gzikph GkPk, pkjoh gpfbPol, fdZbh, 1973
- 2H pbd/t f;zx uhwk, gzikph GkPk ftfrnkB ns/ ftnkeoB (seBheh Ppdktbh dk ftPk e'P), gzikph :{Bhtof;Nh, gfNnkbk, 2000.
- 3H p{Nk f;zx pokV, gzikph ftnkeoBL f;XKs s/ ftjko, u/sBk gqekPB, b[fXnkDk, 2008
- 4H gq/w gqekP f;zx, f;XKsse GkPk ftfrnkB, wdkB gpfbPol, gfNnkbk, 2002
- 5H gq/w gqekP f;zx, gzikph GkPk dk ;q's s/ pDso, gzikph :{Bhtof;Nh, gfNnkbk, 1996
- 6H gq/w gqekP f;zx, o{g ftfrnkB, wdkB gpfbPol, gfNnkbk, 2002
- 7H i'frzdo f;zx g[nko ns/ j'o, gzikph GkPk dk ftnkeoB, (I,II ns/ III) gzikph GkPk nekdwh, ibzXo.
- 8H ;[yftzdo f;zx ;zxk, gzikph GkPk ftfrnkB, gzikph GkPk nekdwh, ibzXo, 1999

**BBA-500A: Gkr shik gzikph bklwh (w[ZYbk frnkB)
;w?;No gzikK**

e[Zb nzeL100

**nzdo{Bh w[bKeDL 40 nze
pkjoh gohfynk L 60 nze
;wK L 3 xzN/**

ftP/ ftu'A gk; j'D bJh nzeL35

**nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 14
pkjoh gohfynk ftu'A gk; j'D bJh nze L 21
(nfXnkgB L 50 gohnv)**

f;b/p; ns/ gkm^g[;seK

(Gkr T)

gzikph w[ZYbk frnkB Gkr shik, ;zghH gq'H bytho f;zx, vkH ;[oihs f;zx, g'qH pbpho f;zx
gpbhe/Pb fpUo', gzikph :{Bhtof;Nh, gfNnkbk gzikph w[ZYbk frnkB Gkr shik d/ fJZe s'A gzi
sZe b/y.

(Gkr^n)

1H b/y (400 Ppd) tsktoD, ;wkie iK ;fGnkukoe ftP/ Bkb ;pzXs.

11H w[jkto/ (T[go'es gkm g[;se ftu doi)

(Gkr^J)

T[go'es gkm g[;se ftu'A ;zy/g T[~soK tkb/ 10 gqPB. 10!2 & 20 nze

nze tzv ns/ g/go ;?ANo bJh jdkfJsK

1H ;ko/ f;b/p; ftu'A gqPB g[ZS/ ikDr/.

2H gkm g[;se ftu'A fe;/ b/y dk ftPk\$;zy/g ;ko iK b/y ftu'A e'Jh j'o ;ob gqPB (gzi ftu'A d') 02!8 &16 nze

3H b/y (tsktoD, ;wkie iK ;fGnkukoe ftP/ s/) (fszB ftu'A fJZe) 09 nze

4H gzikph w[ZYbk frnkB g[;se ftu'A 15 w[jkto/ d/ e/ 10 d/ noE dZ; e/ tkeK ftu tosD bJh fejk ikt/rk

10!1H5 & 15 nze

5H gkm g[;se d/ nkXko ;zy/g T[~soK tkb/ 10 gqPB g[ZS/ ikDr/. ftfdnkoEh B/ ;ko/ gqPBK d/ T[~so

d/D/ j'Dr/. jo/e gqPB d/ 2 nze j'Dr/. 10!2 & 20 nze

BBA-501: BUSINESS RESEARCH METHODS

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Research Methodology: Meaning, Objectives and Process of Research, Research Methods in Social Sciences, Exploratory, Descriptive and Experimental Research; their Applications and Limitations. Sampling Design : Concepts, Types and their Applicability.

PART-II

Techniques for Data Collection; Primary and Secondary Sources, Primary Sources-Consumers and Trade Survey, Including Consumer Panels and Retail Auditing. Qualitative Techniques of Data-Collection; Application. Questionnaire Designing and Prototyping. The Measurement Process: Measurement in Marketing. difficulties in Measurement and Concepts of Validity and Reliability; Attitude Measurement General Methods; Scaling Techniques: Thurston, Likert, and Semantic Differentials. Report Writing and Presentation.

BBA-502: WORKSHOP IN TIME AND WORKLOAD MANAGEMENT

Internal Evaluation : 50 Marks

The Psychology of Time; Time as Finite Capital; Developing the Right Attitude of Mind; Your Current Use of Mind; You and Your Tasks; You and Yourself: Identifying Self Objectives and Their Methodologies for Completion; Your and Others. Task Management; Workload Management Systems; Managing Interruptions; Delegation; Managing Meetings; Working with a Secretary; Managing Stress; and Balancing Work and Home.

BBA-503: SEMINAR ON SUMMER INTERNSHIP

Internal Evaluation : 50 Marks

CHOOSE ANY THREE COURSES FROM NOT MORE THAN TWO FUNCTIONAL AREAS:

MARKETING MANAGEMENT BBA-504: EXPORT MARKETING

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Theoretical Framework of International Business : Nature of Export Marketing, Export Marketing Differentiating from Domestic Marketing, Conceptual Framework of International Trade and its Significance, Tariff and Non-Tariff Barriers, Dynamics of Foreign Exchange, Balance of Trade and Balance of Payments, Regional Economic Forces and Their Implications for Export Marketing. International Markets Framework : Foreign Market Entry, and Involvement and the EPRG Approach, Choice of Markets.

PART-II

Marketing Mix through Product Strategy, International Trade Product Life Cycle, Export Pricing Strategy, Export Distribution Strategy's Channels, Logistics Support, Transportation, and Export Promotion Strategy. Export Financing and Documentation: Export financing and Risks and the Role of EXIM Bank and ECGC, documentation Including Principle and Auxiliary Documents and for Claiming Export Assistance, Processing and Export Order, Procedure Quality Control and Pre-Shipment Inspection, Legal Framework of International Marketing.

BBA-505: RURAL MARKETING

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Nature and Scope of Rural Marketing with Special Reference to India. Buying Behaviour in Rural Markets, Rural Marketing Information system, Exploring the Rural Markets. Rural Communication, Rural Large Format Retail Stores.

PART-II

Study of Rural Markets with Special Reference to Product Strategy, Pricing Strategy, Promotion Strategy and Distribution Strategy. Information Technology for Rural Markets, Rural Market Research.

Suggested Reading

1. Ballon, Ronald II, Business Logistics Management
2. Buxton, Graham, Effective Marketing Logistics
3. Coyle, John J. & Edward J. Bardi, The Management of Business Logistics
4. Mossman, Frank H. & Newton Morton, Logistics of Distribution System
5. Schor, Jerry, Alexander, Milton & France, Logistics in Marketing
6. Shankar, Ravi, Managing Distribution
7. Sherlock, Jim, Principles of International Physical Distribution.

BBA-506: BRAND AND PRODUCT MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

The Concept of Brand, Brand Names, Brand Values; Brand Planning Managing Brand Systems; Brand Roles; Anti-Brand Thinking; Brand Loyalty; Brand Image; Brand Extensions; Brand's Life Script; Brand Identity; and Brand Personality. Brand Positioning; Brand Culture and Brand Rituals; Brand Equity; Brand Building; Service Brands; Experiential Brands; Types of Brands; Product and Brand Failures; Marketing Organization; and Reality Environment of Brands.

PART-II

Product Management Concept, FMCG, Product Mix and Line Decisions; Branding Name, Creation, Principles, Brand Image, etc; Market Segmentation; Promotion and Differentiation; New Product Planning; Distribution Channels; Advertising Planning; Pricing: Concept and Strategies.

HUMAN RESOURCE MANAGEMENT

BBA-507: INTERPERSONAL SKILLS IN MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Foundation of Individual Behaviour. Values and Attitudes. Foundations of Group Behaviour 5 Stage Model of Group Development, Socio-Meter, Group Structure, Group Decision Making and Managerial Implications.

PART-II

Team Working-Types of Team, Creating High Performance Teams, Inter-Group Behaviour, Inter Active Conflict and Negotiating Skills. Transaction Analysis: T-Group Analysis, Assertiveness Training.

BBA-508: MANAGEMENT OF INDUSTRIAL RELATIONS

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Industrial Relations and its Concept and Models; Industrial Relations and Role of the State; Present Status and Future of Trade Unionism with Special Reference to India; Industrial Relations and Technology Change.

PART-II

Causes, Forms and Effects of Industrial Conflict: Preventive and Settlement Measures of Industrial Disputes in India; Comparative Study of Industrial Relations in Developed and Developing Economies; Role of ILO and Significance of Social Clause of WTO.

BBA-509: PSYCHOLOGICAL TESTING

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Psychological Testing Nature, Use, Functions, Social and Ethical Implications. Test Standardization: Procedures, Reliability and Validity. Norms and Interpretation of Test Scores. Item Analysis.

PART-II

Definition and Analysis of Intelligence and Intelligence Tests. Scaling Techniques: Binet and Wechsler. Psychological issues in Intelligence Testing. Group Testing and Measuring Multiple Aptitudes. Multi-Factor Test Batteries.

Aptitude Test : Professional, Tests of Educational

Achievements. Personality Rating Methods and Situational Tests. Personality Inventories: Types, Evaluation Interest. Attitude and Values. Projective Methods: Rorschach. Thematic Apperception Tests, Word Association, Picture Tests, Drawing, Painging and Role Play.

Suggested Readings

1. Anastasia A., Psychological Testing
2. Bartlett F.C., Remembering
3. Freeman F.S., Psychological Testing
4. Wolf W., The Expression of Personality

FINANCE

BBA-510: STOCK MARKET OPERATIONS

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Indian Stock Markets : Introduction, Evolution and Growth of Stock Markets in India. Functions of Stock Exchange, Intermediaries in the Secondary Market, Secondary Market Mechanism. an Overview of Major Stock Exchanges in India – N.s.E., B.S.E. and O.T.C.E.I.

Stock Market Indexes: Concept, Types, Brief Overview of BSE SENSEX and S&P CNX Nifty.

Legal Framework for Stock Exchanges : The Securities Exchange Board of India Act 1992- Definition, Powers and Functions of SEBI, SEBI (Stock Brokers and Sub Brokers) Rules and Regulations, 1992, NSE Rules, Regulations and Byclaws, NSCCL Rules, Regulations and Byelaws.

PART-II

Trading Mechanism at N.S.E. : Introduction, Market Types, Market Phases, Order Management, Trade Management.

Clearing and Settlement : Introduction-Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, Settlement Cycle, Securities & Funds Settlement, Shortages Handling, Risk containment, Dematerialisation and Electronic Transfer of Securities, Investor Protection Fund.

Depository Operations: Introduction to Depository Systems, Definition of Depository and Depository Participant, Salient Features of Depository Act 1996, Benefits of Depository System.

Future Market Operations : Introduction to Futures (Stock Futures and Index Futures) and Options (Stock Options and Index Options).

Suggested Reading

1. Capital Market Dealers (Module) Workbook by National Stock Exchange of India Ltd.
2. Depository Operations (Module) Workbook by National Stock Exchange of India Ltd.
3. Financial Markets : A Beginners (Module) by National Stock Exchange of India Ltd.
4. Derivative Market Dealers (Module) Workbook by National Stock Exchange of India Ltd.
5. Outlines of Indian Capital Market by H.S. Sidhu (Ludhiana Stock Exchange).
6. The Working of Stock Exchanges in India by H.R. Machiraju (New Age).
7. Merchant Banking and Financial Services by Dr. S. Gurusamy (Thomson).

BBA-511: INSURANCE MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Introduction to risk and insurance, risk and the treatment of risk. Recent Changes in Insurance Sector. The Structure and Operation of the Insurance Business: Insurance Contract Fundamentals, Underwriting, Rating, Reinsurance and other Functions. General Insurance Corporation and other Insurance Institutions. Working of GIC in India : Types of risk assumed and specific policies and ECGC. Health Insurance: Individual Health Insurance. Group Health Insurance, Insurance Marketing/Insurance Claim Settlement. Motor Insurance. Multi-Line and All-Lines Insurance such as Rural Insurance, Hull Insurance etc.

PART-II

Introduction : Need for Security against: Economic difficulties; Risk and Uncertainty; Individual Value System; Individual Life Insurance, Nature and Uses of Life Insurance; Life Insurance as a Collateral, as a Measure of Financing Business Continuation, as a Protection to Property. as a Measure of Investment. Life Insurance Policies: Types and their Applicability to Different Situations, Important Life Insurance Policies Issued by the Life Insurance Corporation of India, ICICI Prudential, HDFC Standard; Life Insurance Annuities. Important Legal Provisions and Judicial Pronouncements in India. Life Insurance Salesmanship : Rules of Agency: Essential Qualities of an Ideal Insurance Salesman: Rules of Canvass Business from Prospective Customers; After-sale Service to Policy Holders.

Suggested Reading

1. General Insurance by Bickekhaupt and Magee Published by Richard D. Lrwin, Inc., Homewood, Illinois, Irwin-Dorsey Limited. Georgetown, Ontario.
2. Huebner S.S. and Kenneth Black Jr. : Life Insurance (Prentice Hall Inc., Engle Wood Cliffs, New Jersey).
3. Meher Robert L. : Life Insurance : Theory and Practice (Business Publication Taxes).
4. Meclean : Life Insurance.
5. Gupta, O.S., Life Insurance (Frank Brothers, New Delhi).
6. Mishra, M.N. Insurance Principle and Practices (Delhi, Vikas Publishing House).

BBA-512: INVESTMENT MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Investment Management Basics : Introduction, Investment Objectives, Different Investment Avenues for Individuals, Risks of Investment, Relationship between Risk and Return, Time Value of Money- Present Value, Future Value, Annuities.

Valuation of Bonds : Different Types of Bonds, Features of Bonds, Risks of Bonds, Yields of Bonds, Rating of Bonds.

Valuation of Equity Shares : Introduction to Equity Shares, Features, Dividend Theories and Valuation of Shares- Walter, Gordon, and MM Theory.

Security Analysis : Fundamental Analysis- Economy, Industry and Firm Analysis.

PART-II

Technical Analysis and charting, Efficient Market Theory

Portfolio Management : Concept of Portfolio, Diversification of Risk, Capital Asset Pricing Model- Assumptions, CML, and SML., Calculating Beta Coefficients, Empirical Tests of CAPM. Optimum Portfolio, Portfolio Selection and Revision : Basis Understanding.

Suggested Readings

1. Sharpe, Alexander, Bailey, Investments (Prentice Hall of India).
2. Fischer, Jordon, Security Analysis and Portfolio Management
3. V.K. Bhalla, Investment Management (S.Chand).
4. Barua, Varma and Raghunathan, Portfolio Management (TMH)
5. Investments, 6/e Bodie, Zvi Kane, Alex; Marcus, Alan; Mohanty, Pitabas.
6. L.M. Bhole, Financial Institutions and Markets, TMH.

INFORMATION TECHNOLOGY

BBA-513: DATABASE MANAGEMENT SYSTEM

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Basic Concepts : Data Modeling, Abstraction and Data Integration, Scheme, Mapping Between Views, Components, Advantage and Disadvantages of DBMS, ER Model, Relational Model : Attributes, Tuples, Relational Operations, Integrity Rules.

PART-II

Dependencies and Normalisation, Query Processing, Recovery: Eliability, Recovery Issues, Concurrency Management: Serialisability, Concurrency Control, Locking Schemes, Database Security, Integrity and Control, Object Approach and Object Database.

Suggested Readings

Introduction to DBMS System, Desai, Galgotia.

BBA-514: WEB DESIGNING

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Defining Web Design: Medium Types of Websites, Web Design Themes, Web Medium: HTML, XHTML, XML, CSS, XSL, Image Formats, Sound, Video, Programming: Client Side, Server Side Technologies, Web Design Process: Adhoc Basic Web Process Model, Site Plan, Testing.

PART-II

Navigation Practices, Layout, Color, Images, Forms, Site Delivery and Management, Evaluating Websites: Goal of Expert Evaluation, Conducting Evaluation, Reports.

Suggested Readings

The Complete Web Design, Powell, TMH.

BBA-515: TELECOMMUNICATIONS FOR BUSINESS

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Computers and Communications: The Information Technology: The Concept of Global Village; On-line Information Services; Electronic Bulletin Board Systems. The Internet: Interactive Video; Communications Channels; Communications Networks; Local Network; Managerial Issues Related to Telecommunication.

PART-II

Client/Server Computing; Communication Servers; Digital Networks; Electronic Data Interchange and its Applications; Enterprise Resource Planning Systems; Inter-Organizational Information Systems; Value Added Networks; Wireless Networks.

EVENT MANAGEMENT

BBA-516: EVENT DESIGN AND SPONSORSHIP

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Event Design: Societal perception and community relations; International Special Event Society: history and mission; types of events and event design, types, plans and planning skills and concept and features; steps of planning process. Decision making; concept and process; Internal and external objectives; tourism events; multicultural event planning; local customs; food: religious beliefs: hot attractions; study of Indian tourism events and their impacts.

PART-II

The concept of sponsorship: sports sponsorship; sponsorship package: modalities for developing; evaluating sponsorship; Sponsorship planning; running a sponsorship; peculiarities and tools for finding a commercial sponsorship.

BBA-517: EVENT OPERATIONS AND LOGISTICS

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering, organizing accommodations and managing the environment. Developing the organizational chart, preparing job descriptions, training and managing volunteers.

PART-II

Logistics, policies, procedures, performance standards, functional areas, leadership and staff motivation.

BBA-518: EVENT PROPOSAL AND MARKETING

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Proposal request: approval meeting; study of the proposal: destination review, itinerary, transportation requirements, hotel information and cost summary sheet: Proposal report; company profile; back up material.

PART-II

Promotion of events; print, electronic and display media; planning participation; event charges; package price; nature and process of marketing events; marketing mix; document design; and sponsorship.

MEDIA MANAGEMENT

BBA-519: CORPORATE COMMUNICATION

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Communication process, Elements of an effective communication strategy, concept of integrated marketing communication, communication objectives. Preparing for communication message development, selecting communication channels, promotion mix advertising, sales promotion, public relations and direct marketing.

PART-II

Communications budget, measuring communication effectiveness, ethical issues in corporate communication, managing and co-coordinating integrated marketing communication.

BBA-520: NEW MEDIA TECHNOLOGY

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Communication and information technology: concept, scope and types of internet connections: LAN, WAN, MAN; Multimedia tools and applications: graphic accelerator cards, CDROM etc. Web browsing & e-mail; FTP, Gopher, Archie, WAIS, VERONICA.

PART-II

Press photography, the concept and context; tools and equipment of press photography: principles of copying and editing; digital cameras in press photography.

BBA-521: DEVELOPMENT COMMUNICATION

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Development: meaning and concept; Development communication: meaning, concept, objectives and importance; Development support communication development Journalism, media used for development communication.

PART-II

Rural journalism; agriculture communication; media and agriculture development; problems of rural society; role of radio in rural development; problems of rural journalism; rural press; importance of media programme for agriculture development.

6TH SEMESTER

BBA-601: INDUSTRIAL TRAINING PROJECT

External Evaluation : 100 marks

The student shall have to undergo an industrial training under the instructor (to be allocated by the company). The instructor shall send the evaluation (out of 100 marks) of the student of the training period in a sealed envelop to the department.

BBA-602: PROJECT REPORT

External Evaluation : 200 marks

In the sixth semester every student is required to take up a major research project in his/her relevant area of specialization. The project shall be carried out under the supervision of Faculty Member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member.

BBA-603.: SEMINAR ON PROJECT REPORT

Internal Evaluation : 100 marks

BBA-604: VIVA-VOCE

External Evaluation : 100 marks

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

lo{oh B'N

1H f;b/p; ikoh j'D s'A pknd i' fe;/ fe;w dh e'Jh spdhbh ehsh rJh sK T[j gq?; okjha ;{fus ehsh ikt/rh.

2H ngq?b^ wJh dh ;bkBk gqhfynk ftu Bt/A ftfdnkoEh, fJzgo{tw?AN eoB tkb/, n?vhPBb ftP/ ftu nghno
j'D tkb/, oh^nghno, c/bQ ftfdnkoEhnK bJh BtK f;b/p; bkr{ j't/rk. nB[g{oe gqhfynk th ;kbbk
gqhfynk d/ f;b/p; s/ nkXkos j't/rh.

3H fJzgo{tw?AN dh gqhfynk f;o| T[j ftfdnkoEh jh d/ ;eDr/, fijV/ :{Bhtof;Nh B:wK\$nfXnkd/PK
nB[;ko fJzgo{tw?AN dh gqhfynk d/D d/ :''r j'Dr/.

B'NL fJ; ;zpzX ftu j'o ikDrkoh bJh gqhfynk Pkyk Bkb ;zgoe ehsk ikt/.

(All rights reserved; no part of this publication may be reproduced in the guides or in any other help book, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying or otherwise, without the prior written permission of Punjabi University, Patiala).