

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM  
(Re-Accredited by NAAC with "A+" Grade)  
(W. e. f. 2025-26 Admitted Batch)  
I BBA II (Digital Marketing) – Semester – I  
Course Name: Principles of Management  
Syllabus

BBA (H) 9 DM  
13205

Hours: 04

Credits: 04

**Course Outcomes (COs):**

Upon successful completion of the course, the student will be able to:

- CO1:** Understand and explain the fundamental principles and practices of management.
- CO2:** Comprehend and apply the management process including planning, organizing, leading, and controlling.
- CO3:** Analyse different organizational structures and delegation patterns.
- CO4:** Evaluate various motivational and leadership theories in organizational contexts.
- CO5:** Apply managerial control techniques to enhance organizational productivity and quality.

**Unit I:** Introduction to Management Definition and nature of management – Evolution of management thought – Principles of management – Functions of management – Levels of management – Roles and responsibilities of managers – Trends and challenges of management in the global scenario – Emerging concepts in modern management.

**Unit II:** Planning Nature and significance of planning – Types of planning: strategic, tactical, and operational – Planning process – Objectives and policies – Management by Objectives (MBO) – Strategies and types of strategies – Advantages and limitations of planning

**Unit III:** Organizing Nature and purpose of organizing – Principles of organization – Formal and informal organization – Organizational structure: functional, divisional, matrix – Line and staff authority – Centralization and decentralization – Delegation of authority – Recent trends in organizational design.

**Unit IV:** Directing Meaning and importance of directing – Motivation: meaning, importance, and theories (Maslow, Herzberg, McGregor) – Leadership: styles and leadership theories (Trait, Behavioural, Contingency) – Communication process – Types of communication – Barriers to effective communication and ways to overcome them

**Unit V:** Controlling Nature and process of control – Types of control: feed forward, concurrent, feedback – Budgetary and non-budgetary control techniques – Productivity management – Cost control – Purchase control – Maintenance control – Quality control – Modern tools of managerial control

**Recommended Textbooks:**

1. Gupta, Sharma, & Bhalla. Principles of Business Management. Kalyani Publications, 1st Edition.
2. L. M. Prasad. Principles of Management. Sultan Chand & Sons, Latest Edition.
3. Koontz, H., & Wehrich, H. Essentials of Management. Tata McGraw-Hill, 1998.
4. Joseph L. Massie. Essentials of Management. Prentice Hall (Pearson), 4th Edition, 2003.
5. Tripathi, P. C., & Reddy, P. N. Principles of Management. Tata McGraw-Hill.

13205

**Student-Centric Activities:**

**Case Study Analysis:** Students analyse real-world business cases focusing on planning, organizing, or leadership strategies and present their observations and solutions.

**Management Role Play:** Enactment of managerial roles such as planning meetings, staff delegation, or conflict resolution to simulate practical management scenarios.

**Group Debate:** Conduct structured debates on topics like "Centralization vs. Decentralization" or "Autocratic vs. Democratic Leadership" to foster analytical thinking.

**Planning Simulation Exercise:** Students develop a strategic plan or business model for a hypothetical start up, including vision, mission, goals, and organizational structure. - Leadership

**Style Self-Assessment:** Students take a leadership personality quiz and reflect on their style with examples of how it aligns with famous managerial theories.

**Blue Print**

Unit	Name of the topic	Theory		
		Essay 7M	Short 3M	Very short 1M
I	UNIT-I	2	1	1
II	UNIT-II	2	1	1
III	UNIT-III	2	1	1
IV	UNIT-IV	2	1	1
V	UNIT-V	2	1	2

205  
Planning-

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM  
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I BBA – (Digital Marketing) – Semester – I  
Course Name: Principles of Management

13205

Model Paper

Time: 2 ½ Hrs

Max. Marks: 50

SECTION – A

Answer ALL the Questions:

5×7=35 M

1. Define Management and Explain the Functions of management. (BL 1,2, CO 1)

OR

2. Analyze the roles and responsibilities of managers at different levels of management. (BL 4, CO 1)

3. Discuss the various types of planning and their significance in organizational success. (BL 2, CO2)

OR

4. Evaluate the major steps involved in the planning process. (BL 5, CO 2)

5. State about Organizing and explain the principles of organizing. (BL 1,2, CO 3)

OR

6. Discuss about Organizational Structure and elucidate different types of Organizational Structure. (BL 2, CO 3)

7. Demonstrate the Maslow's and Herzberg's theories of motivation. (BL 3, CO 4)

OR

8. Examine different leadership styles and their relevance in modern organizations. (BL 3, CO 4)

9. Explain the various types of control techniques and their applications in management. (BL2, CO 5)

OR

10. Analyse the modern tools of managerial control and their role in enhancing productivity and quality. (BL 4, CO 5)

SECTION – B

Answer any THREE questions.

3×3=9 M

11. Determine the Nature of Management. (BL3, CO 1)

12. Evaluate the concept of Management by Objectives (MBO). (BL 5, CO 2)

13. Present the importance of delegation and decentralization in management. (BL 3, CO 3)

14. Describe the barriers to effective communication? (BL 2, CO 4)

15. Explain the concept of feedback control with an example. (BL 2, CO 5)

SECTION - C

Answer ALL the Questions.

6×1=6 M

16. Who is known as the Father of Scientific Management? (BL 1, CO 1)

17. Define "Strategy". (BL 1, CO 2)

18. What is meant by "Line and Staff Authority"? (BL 1, CO 3)

19. State any one theory of leadership. (BL 1, CO 4)

20. What is productivity management? (BL 1, CO 5)

21. Write any one modern management challenge in the global scenario. (BL 6, CO 5)

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I BBA H (Digital Marketing) – Semester – I

Course Name: Accounting for Managers

**Syllabus**

BBA (H) SEM I  
13214

Hours: 05

Credits: 04

**Course Outcomes:** After completing the student will be able to

**CO1:** Understand and apply the principles of double-entry bookkeeping, including journalizing transactions and posting to ledgers.

**CO2:** Prepare and maintain various subsidiary books such as the three-column cash book and petty cash book for effective transaction recording.

**CO3:** Prepare a trial balance and final accounts (Trading, Profit & Loss Account, and Balance Sheet) from given data, including necessary adjustments.

**CO4:** Analyze and interpret financial statements using comparative, common size, and trend analysis techniques for informed decision-making.

**CO5:** Apply marginal costing techniques to calculate break-even point, profit-volume ratio, and margin of safety for business decisions.

**Unit – I: Introduction to Accounting**

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting – Accounting concepts and conventions – Accounting Cycle – Classification of Accounts and its rules – Double Entry Book-keeping – Journalizing – Posting to Ledgers, Balancing of ledger Accounts (Problems).

**Unit – II: Subsidiary Books**

Subsidiary Books – Definition - Types of Subsidiary Books – Cash Book, Three-column Cash Book – Petty cash Book (Problems)

**Unit – III: Trial Balance and Final Accounts**

Trial balance - Meaning - Preparation of Trial balance – Preparation Final Accounts: Trading Account – Profit and Loss Account – Balance Sheet – Final Accounts with adjustments (Problems).

**Unit – IV: Financial Statement Analysis and Interpretation:** Financial Statement analysis – Meaning, Features, Limitations, Need and Objectives- Tools for Financial Statement Analysis- Comparative Analysis – Common Size Analysis and Trend Analysis (including problems)

**Unit – V: Marginal Costing:** Meaning and Features of Marginal Costing – Contribution – Profit Volume Ratio- Break Even Point – Margin of Safety – Estimation of Profit and Estimation of Sales(including problems)

**Recommended Textbooks**

1. Maheshwari, S.N. & Maheshwari, S.K. (2022). An Introduction to Accountancy. Vikas Publishing House.
2. Jain, S.P. & Narang, K.L. (2022). Cost and Management Accounting. Kalyani Publishers.
3. Khan, M.Y. & Jain, P.K. (2022). Management Accounting. McGraw Hill Education.
4. Tulsian, P.C. (2022). Financial Accounting for Managers. Pearson Education.

13214

**Student-Centric Activities:**

- Prepare final accounts from a given trial balance and present Trading, Profit & Loss Account, and Balance Sheet for a fictional firm.
- Analyse financial statements of a real-life listed company and calculate key financial ratios for decision-making insights.
- Analysis of Real Company Financial Statements
- Create a **business scenario** where cost, price, and sales volume variables are given.
- Maintain a **manual accounting workbook** for:
  - Journal Entries
  - Posting to Ledger Accounts
  - Balancing Ledgers
- Conduct a **role play of business transactions** (buyers, sellers, cashiers).
- Compare **Analysis of Two Industry Peers**

**Blue Print**

Unit	Name of the topic	Theory		
		Essay 7M	Short 3M	Very short 1M
I	UNIT-I	2	1	2
II	UNIT-II	2	1	1
III	UNIT-III	2	1	1
IV	UNIT-IV	2	1	1
V	UNIT-V	2	1	1

13214

Rent, rates & taxes	20000		
Advertisement	4000		
Cash in hand	1800		
Cash at bank	12000		
	<b>506150</b>		<b>506150</b>

Adjustments:

1. Write off Rs. 1500 as bad debts.
2. Closing stock was valued at Rs. 30,000
3. Provide provision for bad debts Rs. 1000
4. Outstanding salaries Rs. 400
5. Prepaid wages Rs. 500

7. The following Balance Sheets are given: (CO4,BL4)

Liabilities	2016	2017	Assets	2016	2017
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable Pref. Capital	1,50,000	1,00,000	Land and Buildings	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
P & L A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivables	20,000	30,000
Bills Payable	20,000	16,000	Cash in Hand	15,000	10,000
Provision for Taxation	40,000	50,000	Cash at Bank	10,000	8,000
	<b>1,03,100</b>	<b>1,03,200</b>		<b>1,03,100</b>	<b>1,03,200</b>

You are required to prepare Comparative Balance Sheet.

(OR)

8. Discuss about the advantages and limitations of Financial Statement Analysis. (CO4,BL2)
9. The sales and profit during the years were as follows. (CO5,BL1)

Year	Sales	Profit
2015	2,40,000	30,000
2016	2,70,000	42,000

Find:-

- (a) P/v ratio
- (b) Break Even Sales
- (c) Profit when sales are Rs.1,50,000
- (d) Sales required to earn a profit of Rs.57,000

(OR)

10. Explain the advantages and limitations of Marginal Costing. (CO5,BL2)

Answer any THREE of the following.

3×3=09 M

11. Discuss the Double Entry System Rules. (CO1,BL3)

12. Record the following transactions in the subsidiary books: (CO2,BL6)

- 2023 January
- 1 Purchased goods from Suresh Rs. 15,000
  - 5 Sold goods to Hasini Rs. 30,000
  - 10 Purchased Goods from Raju Rs. 5,500
  11. Goods Returned to Suresh Rs. 1000
  12. Sold goods to Raghu for cash Rs. 25,000
  15. Sold goods to Govind Rs. 7,000
  - 18 Purchased goods from Ravi Rs. 3,000
  - 20 Goods Returned by Govind Rs. 1000
  - 24 Purchased goods from Kiran Rs. 15,000
  - 30 Sold goods to Krishna Rs. 5,000

13. Explain the methods of Trial Balance. (CO3,BL2)

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**I BBA II (Digital Marketing)- Semester – II**  
**Accounting for Managers**  
**Model Paper**

13214

Answer all the Questions.

5×7=35 M

1. Explain the Concepts of accounting. (CO1,BL2)

OR

2. Write the journal entries in the following transactions. (CO1,BL6)
- 2023 January
- 1 Purchased goods from Suresh Rs. 15,000
  - 5 Sold goods to Hasini Rs. 30,000
  - 10 Purchased Goods from Raju Rs. 5,500
  - 11. Goods Returned to Suresh Rs. 1000
  - 12. Sold goods to Raghu for cash Rs. 25,000
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  - 18 Purchased goods from Ravi Rs. 3,000
  - 20 Goods Returned by Govind Rs. 1000
  - 24 Purchased goods from Kiran Rs. 15,000
  - 30 Sold goods to Krishna Rs. 5,000

3. Categorize the different types of subsidiary books.(CO2,BL2)

OR

4. Prepare a three column cash book from the following particulars. (CO2,BL6)

2023 April,	1 Cash in hand	2,500
	1 Cash at bank	10,000
	2 Paid into bank	1,000
	5 Bought furniture and issued Cheque	2,000
	8 Purchased goods for cash	500
	12 Received from Mahesh	980
	Discount allowed	20
	14 Cash sales	4,000
	16 Paid to kiran by Cheque	1,450
	Discount allowed by him	50
	19 Paid into bank	400
	23 Withdrew from bank for Private Expenses	600
	28 Withdrew from bank for Office use	2,000
	30 Paid rent by Cheque	800

5. Explain meaning and Components of Financial statements.(CO3,BL2)

OR

6. On 31<sup>st</sup> March 2016, the following trail balance was extracted from the books of Mohanlal. Prepare Trading & Profit and Loss a/c and Balance Sheet. (CO3,BL6)

Particulars	Debit Rs.	Particulars	Credit Rs.
Plant and Machinery	160000	Capital	100000
Purchases	120000	Sales	352550
Opening stock (1.4.2016)	60000	Returns	2000
Discount	700	Discount	1600
Bank Charges	150	Sundry Creditors	50000
Sundry Debtors	90000		
Carriage Inwards	1500		
Carriage Outwards	2400		
Salaries	13600		
Manufacturing wages	20000		

13214

Rent, rates & taxes	20000		
Advertisement	4000		
Cash in hand	1800		
Cash at bank	12000		
	<b>506150</b>		<b>506150</b>

Adjustments:

1. Write off Rs. 1500 as bad debts.
2. Closing stock was valued at Rs. 30,000
3. Provide provision for bad debts Rs. 1000
4. Outstanding salaries Rs. 400
5. Prepaid wages Rs. 500

7. The following Balance Sheets are given: (CO4, BL4)

Liabilities	2016	2017	Assets	2016	2017
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable Pref. Capital	1,50,000	1,00,000	Land and Buildings	2,00,000	1,70,000
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P & L A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
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Bills Payable	20,000	16,000	Cash in Hand	15,000	10,000
Provision for Taxation	40,000	50,000	Cash at Bank	10,000	8,000
	<b>1,03,100</b>	<b>1,03,200</b>		<b>1,03,100</b>	<b>1,03,200</b>

You are required to prepare Comparative Balance Sheet.

(OR)

8. Discuss about the advantages and limitations of Financial Statement Analysis. (CO4, BL2)
9. The sales and profit during the years were as follows. (CO5, BL1)

Year	Sales	Profit
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2016	2,70,000	42,000

Find:-

- (a) P/v ratio
- (b) Break Even Sales
- (c) Profit when sales are Rs.1,50,000
- (d) Sales required to earn a profit of Rs.57,000

(OR)

10. Explain the advantages and limitations of Marginal Costing. (CO5, BL2)

Answer any **THREE** of the following.

3×3=09 M

11. Discuss the Double Entry System Rules. (CO1, BL3)
12. Record the following transactions in the subsidiary books: (CO2, BL6)

2023 January

- 1 Purchased goods from Suresh Rs. 15,000
- 5 Sold goods to Hasini Rs. 30,000
- 10 Purchased Goods from Raju Rs. 5,500
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- 18 Purchased goods from Ravi Rs. 3,000
- 20 Goods Returned by Govind Rs. 1000
- 24 Purchased goods from Kiran Rs. 15,000
- 30 Sold goods to Krishna Rs. 5,000

13. Explain the methods of Trial Balance. (CO3, BL2)

14. Explain the features of Financial Statement analysis.(CO4,BL2)

15. From the following information calculate: (CO5,BL4)

P/V Ratio

Break Even Point.

	Rs.
Total Fixed Costs	4,500
Total Variable Costs	7,500
Sales	15,000

13214

**Answer all the questions.**

**6×1=06 M**

16. Define accounting. (CO1,BL1)

17. State the Purchase book (CO2,BL1)

18. Define Trial Balance.( CO3,BL1)

19. Define Trend Analysis.(CO4,BL1)

20. State the P/V Ratio.(CO4,BL1)

21. Discuss the Accounting cycle?(CO1,BL2)

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(W. e. f. 2023-24 Admitted Batch)

II Year BBA – (Digital Marketing) SEMESTER-III

COURSE CODE: 322606:: SOCIAL MEDIA MARKETING

Theory

Credits: 4

4 hrs/week

36116

**COURSE OBJECTIVE:**

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

**COURSE OUTCOMES:**

CO 1: Understand the various types and functions of digital and social media platforms including social websites, blogs, mobile apps, and email, and how they contribute to online marketing.

CO 2: Develop skills to effectively manage content and engagement strategies on different social media platforms, including identifying the target audience and understanding the dos and don'ts of social media usage.

CO 3: Gain the ability to create, implement, and evaluate a strategic social media marketing plan, including setting goals, customizing content, and measuring ROI.

CO 4: Learn how to leverage platforms like Facebook, LinkedIn, Twitter, and YouTube to build and maintain customer relationships and enhance brand presence.

CO 5: Acquire knowledge of social media analytics, automation tools, and integration with other marketing types to optimize and manage social media performance.

**UNIT I:**

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

**UNIT II:**

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

**UNIT III:**

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

**UNIT IV:**

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

**UNIT V:**

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

**TEXT BOOKS:**

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tutten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

Blue Print

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	UNIT-I	2	2
II	UNIT-II	2	2
III	UNIT-III	2	2
IV	UNIT-IV	2	1
V	UNIT-V	2	1

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GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM  
(Re-Accredited by NAAC with "A+" Grade)  
(W. e. f. 2023-24 Admitted Batch)  
II Year BBA – (Digital Marketing) SEMESTER-III  
COURSE CODE: 322606  
COURSE TITLE: SOCIAL MEDIA MARKETING  
MODEL PAPER

TIME: 2 ½ Hours

Max. Marks: 50

36116

SECTION-A

Answer the following Questions.

5×7=35 M

1. Categorize the various Blogging Platforms.  
(Or)
2. State the various types of Social Media Websites.
3. Explain about Sharing Content on Social Media.  
(Or)
4. Describe the Do's and Dont's of Social Media .
5. Summarize about Social Media Strategies.  
(Or)
6. Elaborate the process of Social Media Optimization.
7. Explain about Social Media platforms for Marketing.  
(Or)
8. Support Establishing Relationship with Customers.
9. Discuss about Automation and Social Media.  
(Or)
10. Determine the Managing Tools of Social Media.

SECTION-B

Answer Any FIVE of the following.

5×3=15 M

11. Elucidate about E-Mail.
12. Categorize the various Mobile Apps.
13. Discuss about Book Marking Websites.
14. State about Social Media Management.
15. Determine the Tips of Social Media Marketing.
16. Define Social Media ROI.
17. Summarize about LinkedIn.
18. Elaborate about Social Media and other types of Marketing.

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(W.e.f. 2023-24 Admitted Batch)

II Year BBA – (Digital Marketing) SEMESTER-III

COURSE CODE: 322607:: SEARCH ENGINE MARKETING

36126

Theory

Credits: 4

4 hrs/week

**Course Objective:**

Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location, demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign.

**COURSE OUTCOMES:**

**CO 1:** Understand the fundamentals of Search Engine Marketing and gain knowledge of platforms like Google Ads and Bing Ads, including their features, personalization, and role in digital campaigns.

**CO 2:** Learn to design and structure effective Pay-Per-Click (PPC) campaigns using concepts like Quality Score, Conversion Rate, keyword segmentation, and match types to improve ad performance.

**CO 3:** Develop the ability to apply manual and automated bidding strategies, including CPA bidding and Google Ads tools, to maximize campaign ROI through effective bid management.

**CO 4:** Acquire skills to create high-converting landing pages by leveraging UI/UX design principles, call-to-actions, user behavior insights, and campaign performance tracking using Google Analytics.

**CO 5:** Understand and apply advanced SEM techniques such as remarketing, mobile advertising, and display/video ad formats, along with optimizing campaigns and measuring conversion effectiveness.

**UNIT I:**

Search Engine Marketing Overview Understanding Importance: Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization.

**UNIT II:**

PPC Campaigns PPC definition & its functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups

**UNIT III:**

Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns.

**UNIT IV:**

Effective landing pages and user psychology importance of UI/UX design, call-to- action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals define performance metrics and monitor ppc activity with Google analytics.

**UNIT-V**

SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.

## REFERENCES

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Sztetela, Joseph Kerschbaum
2. Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (IBM Press) 3rd Edition, Kindle Edition by Mike Moran, Bill Hunt.
3. A Beginners Guide to Paid Search Marketing: Search Engine Marketing for Beginners by Tarek Rimam (2020)
4. Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

### Blue Print

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	UNIT-I	2	1
II	UNIT-II	2	1
III	UNIT-III	2	2
IV	UNIT-IV	2	2
V	UNIT-V	2	2

36126

**GOVERNMENT COLLEGE AUTONOMOUS RAJAMAHENDRAVARAM**  
**II BBA (DIGITAL MARKETING)**  
**SEMESTER II**  
**COURSE CODE: 322607::SEARCH ENGINE MARKETING**  
**MODEL PAPER**

**TIME: 2 ½ Hours**

**Max. Marks: 50**

**SECTION-A**

**Answer the following Questions.**

**5×7=35 M**

1. Define Search Engine Marketing and Explain the importance of Google search  
(OR)
2. State the Characteristics of Google Ads.
3. Define PPC and Explain its Functions.  
(OR)
4. Determine the usage of multiple match types .
5. Compare Manual bid management with Automated bid management.  
(OR)
6. . Discuss about Google Ads bidding strategies.
7. Explain the Objectives and Goals of Performance tracking set campaign.  
(OR)
8. . Discuss about Effective Landing pages.
9. Explain the other techniques of SEM management.  
(OR)
10. State various strategies to optimise display network campaigns.

36126

**SECTION-B**

**Answer Any FIVE of the following.**

**5×3=15 M**

1. Explain Marketing overview.
2. PPC Definition.
3. Bidding strategies.
4. What is meant by Re-marketing?
5. Discuss about Display & Video Marketing.
6. Benefits from search Behaviour.
7. Explain Google Ads.
8. Define Setting objectives, goals

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II Year BBA – (Digital Marketing) SEMESTER-III

COURSE CODE: 322608 :: SEARCH ENGINE OPTIMIZATION

36136

Theory

Credits: 4

4 hrs/week

**Course Objective:**

With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

**COURSE OUTCOMES:**

CO 1: Gain foundational knowledge of SEO concepts, search engine algorithms, crawlers, indexing, and website architecture.

CO 2: Learn to optimize page structure, manage spiders/robots, and resolve Indexing issues for better visibility.

CO 3: Develop skills in keyword research, meta tags, content optimization, internal linking, and sitemap creation.

CO 4: Understand link-building practices, trust signals, and ethical SEO techniques to improve authority and ranking.

CO 5: Learn to use SEO tools and apply SEO for blogs, local search, mobile platforms, and content management systems.

**UNIT I:**

Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

**UNIT II:**

Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, Search Engine Optimisation analysis, crawler issues, remove urls, sitemap submission

**UNIT III:**

On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

**UNIT IV:**

Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

**UNIT V:**

Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places

**TEXT BOOKS:**

- Search Engine Optimization: Your Visual Blueprint for effective
- Internet marketing, 3 Edition (MISL-Wiley)-Kristopher B Jones

- Search Engine Optimization: An Hour a Day - Jenniperrapone, Gradiva Cousin - Wiley.

**Activities/ Requirements:**

- Written Assignments
- Oral Presentation
- Quiz Programme

**Blue Print**

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	UNIT-I	2	2
II	UNIT-II	2	2
III	UNIT-III	2	1
IV	UNIT-IV	2	2
V	UNIT-V	2	1

23/9/21

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM  
(Re-Accredited by NAAC with "A" Grade)  
(W. e. f. 2023-24 Admitted Batch)  
II Year BBA – (Digital Marketing) SEMESTER-III  
COURSE CODE: 322608  
COURSE TITLE: SEARCH ENGINE OPTIMIZATION  
MODEL PAPER

TIME: 2 ½ Hours

Max. Marks: 50

SECTION-A

Answer the following Questions.

5×7=35 M

36136

1. State the various Concepts of Search Engine Optimization.  
(Or)
2. Categorize the difference between Static Pages and Dynamic Pages of a Website.
3. Explain about Search Engine Friendliness and Specific Rankings Page Coding.  
(Or)
4. Describe Search Engine Optimization Analysis.
5. Summarize about Website Optimization.  
(Or)
6. Elaborate the Importance of On-page SEO.
7. Explain about Performing and Implementing SEO.  
(Or)
8. Support addressing a Copyright Violation.
9. Discuss the other Important Considerations in Website Ecosystem.  
(Or)
10. Determine the SEO for Blogs, SEO for Content Management Systems and SEO for Local Search.

SECTION-B

Answer Any FIVE of the following.

5×3=15 M

11. Elucidate Search Engines and Directories.
12. Categorize Website Architecture.
13. Discuss Managing Spiders/Robots.
14. Determine Crawler Issues.
15. State about Canonical URLs.
16. Define Reciprocal links and Three-way links.
17. Summarize about Purchased links and link Networks.
18. Elaborate about RSS Feeds and Blogosphere.

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**GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM**  
(Re-Accredited by NAAC with "A+" Grade)  
(W. e. f. 2023-24 Admitted Batch)

**II Year BBA – (Digital Marketing) SEMESTER-III**

**COURSE CODE: 322609 :: WEB ANALYTICS**

**Credits: 4**

**4 hrs/week**

**Theory**

36146

**Course Objectives:**

Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

**COURSE OUTCOMES:**

**CO 1:** Understand key web analytics metrics and Google Analytics basics.

**CO 2:** Analyze customer behavior in eCommerce and mobile apps.

**CO 3:** Use Google Tag Manager and social analytics tools.

**CO 4:** Evaluate traffic sources and derive actionable insights.

**CO 5:** Apply web listening tools to analyze user-generated content.

**UNIT-I:**

Getting started with Web Analytics-The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data- Collecting actionable data with Google Analytics-Navigating Google Analytics reports -Navigating Conversions reports

**UNIT-II:**

Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users-Measuring behavior

**UNIT-III:**

Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager- Collecting data using the Data Layer, variables, and events-Using additional tags for marketing and remarketing-Facebook Analytics-Twitter Insights

**UNIT-IV:**

Traffic sources - Direct, referring, and search traffic- Campaigns- Ad Words, Ad sense Content - Pages and Landing Pages-Event Tracking and Ad Sense - Site Search Visitors- Unique visitors-Geography candy language information Technical reports Benchmarking, Actionable insights and the big picture Recap of Google Analytics Reports and tools - Finding action able night s- Getting the organization involved- Creating a data-driven culture- Resources

**UNIT-V:**

Social Analytics & User Generated Contents – Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms- Free tools for web listening analysis

**Software to be used**

Google Analytics, Talk walker  
YouTube Analytics

Platform, Face book Analytics Twitter Insights,

## Referencebooks:

1. Web Analytics Strategies for Information Professionals (English, Paperback, Farney Taba tha)
2. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business: Brent Dykes
3. Complete Web Monitoring: Alistair Croll and Sean Power

### Activities:

- Written Assignment
- Oral Presentation
- Case Study

## Blue Print

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	UNIT-I	2	2
II	UNIT-II	2	1
III	UNIT-III	2	2
IV	UNIT-IV	2	2
V	UNIT-V	2	1

23/9/19

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM  
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II Year BBA – (Digital Marketing) SEMESTER-III  
COURSE CODE: 322609  
COURSE TITLE: WEB ANALYTICS  
MODEL PAPER

TIME: 2 ½ Hours

Max. Marks: 50

SECTION-A

Answer the following Questions.

5×7=35 M

1. Give Overview of Web Analytics Platforms.  
(Or)
2. Write about the Understanding and using Google Analytics Data.
3. Explain about Understanding Customers and their Shopping Behavior.  
(Or)
4. Describe about attracting New Users.
5. Summarize the Collection of data using the Data Layer, Variables and Events.  
(Or)
6. Elaborate the Usage of additional tags for Marketing and Remarketing.
7. Explain about the various Traffic Sources of a Website.  
(Or)
8. Support the aspects that need to be incorporate while analyzing Website Traffic.
9. Discuss the Main KPIs about Web Listening.  
(Or)
10. Determine the Free tools for Web Listening Analysis.

SECTION-B

Answer Any FIVE of the following.

5×3=15 M

11. Elucidate Main KPIs about Digital Analytics.
12. Explain about Navigating Google Analytics Reports.
13. Discuss about Mobile App Analytics.
14. Determine the setting up of Google Tag Manager.
15. State about the Twitter Insights.
16. Define Event Tracking and Ad sense.
17. Summarize about creation of Data Driven Culture.
18. Elaborate the main Web listening platforms.

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II Year BBA – (Digital Marketing) SEMESTER-III

MINOR: COURSE CODE: 322610

CHANGE MANAGEMENT

36151

Theory

Credits: 4

4 hrs/week

### Course Objectives:

- To impart students the knowledge of Organizational Change.
- To equip the students with the basic types of change.
- To provide them with the knowledge on implementing change.
- To understand the role of HR in Technological Change.
- To understand the concept of Organizational Development.

### Course Outcomes:

**CO 1:** Understand the concept, significance, and theoretical perspectives of organizational change and analyze environmental factors driving change.

**CO 2:** Differentiate between various types and levels of change and evaluate the role of change agents in participative and directive change processes.

**CO 3:** Apply structured steps for implementing change, including managing resistance and aligning organizational resources effectively.

**CO 4:** Assess the impact of technological change on human resource roles and develop strategies for employee empowerment and stress management.

**CO 5:** Examine the concept, evolution, and significance of Organizational Development (OD) and evaluate OD interventions with reference to Indian case studies.

### UNIT-I ORGANIZATIONAL CHANGE

Concept and Significance; Managing Change; Concept of Analysing the different factors in the Environment driving change; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change to organizations.

### UNIT-II TYPES OF CHANGE

Continuous or Incremental Change, Discontinuous or Radical Change, Participative Change and Directive Change; Change agents; Levels of Change- Knowledge Changes, Attitudinal Changes, Individual Behaviour Changes and Organizational Performance Changes.

### UNIT-III IMPLEMENTING CHANGE

Steps in the process of change- Establishing a New Direction for the Organization, Setting up of Change Teams, Change agents. Resistance to change – causes of resistance and dealing with resistance to change. Aligning Structure, Systems and Resources, Removing road Blocks. Theory of Force Field Analysis, Absorbing Changes into Organization.

3615

#### UNIT-IV HR AND TECHNOLOGICAL CHANGE

Introduction special features of new technology, organizational implications of technological change, Emerging profile HR in the management of Change. Employee Empowerment, Emotional Intelligence. Managing work stress for enhancing employee productivity.

#### UNIT-V ORGANIZATIONAL DEVELOPMENT (OD)

Concept and Evolution, significance. OD Interventions- Diagnostic Activities, Team Building, Sensitivity Training, Third Party and Inter Group Interventions, Educational and Structural Interventions. Indian Experiences of OD in Public and Private Enterprises.

#### Reference Books:

1. Nilakant, V. and Ramnarayan, S., Managing Organisational Change, Response Books, New Delhi.
2. Beckhard, Richard and Harris, Reuben T., Organisational Transitions: Managing Complex Change, Addison, - Wesley, Mass.
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York.
4. Hammer, Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .

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GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM  
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II Year BBA – (Digital Marketing) SEMESTER-III

MINOR: COURSE CODE: 322610

COURSE: CHANGE MANAGEMENT

TIME: 2 ½ Hours

Max. Marks: 50

26151

SECTION-A

Answer the following Questions.

5×7=35 M

- 1 Define and explain the concept of organizational change and its significance.

(Or)

- 2 Apply different theoretical perspectives- contingency, resource dependence
- 3 Differentiate between continuous, incremental, discontinuous, and radical change.

(Or)

- 4 Explain the concepts of participative and directive change and their implication
- 5 Define and articulate the steps involved in the change management process.

(Or)

- 6 Apply the Force Field Analysis to assess change initiatives.
- 7 Implement effective stress management techniques to improve employee productivity.

(Or)

8. Analyze the challenges and opportunities of OD implementation in Indian public and private sectors.

SECTION-B

Answer Any FIVE of the following—

5×3=15 M

1. Defining organizational change
2. Elucidate the importance of change management
3. Explain the Role of Change Agents
4. Write about Levels of change
5. Explain about Removing road Blocks
6. Understand Employee Productivity
7. Significance of Organizational Development
8. Define Team building activities and exercises