

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(W.e.f. 2023-24 Admitted Batch)
II Year B.B.A (Honours)
Semester – IV
MINOR-2
COURSE CODE: 422514
COURSE 2: SOCIAL MEDIA MARKETING

36116

Theory

Credits: 4

4hrs/week

Course Objectives:

By the end of the course, learners will be able to:

- Understand the fundamentals, meaning, and scope of digital and social media marketing.
- Identify various types of social media websites, platforms, and tools for effective online engagement.
- Develop strategies for managing social media content, targeting audiences, and following ethical guideline
- Apply techniques for social media optimization, promotion, and measuring ROI.
- Analyze and integrate automation, analytics, and cross-platform marketing to improve business performance

Course Outcomes: (co's)

After completing the course, students will be able to:

- **CO:1** Define and explain the concepts, types, and uses of digital and social media marketing.
- **CO: 2** Select and use suitable social media platforms for specific marketing objectives.
- **CO: 3** Create and manage engaging social media content tailored to target audiences.
- **CO: 4** Develop and implement a social media strategy, including goal setting, planning, and performance monitoring.
- **CO: 5** Evaluate the effectiveness of social media campaigns using analytics and optimization techniques.

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.

36116

Activities:

1. **Social Media Platform Exploration Workshop** – Students research and present features, benefits, and best practices for using platforms like Facebook, LinkedIn, Twitter, and YouTube.
2. **Content Creation Challenge** – Students design and post sample marketing content (images, short videos, blogs) for a hypothetical brand.
3. **Social Media Strategy Simulation** – In groups, students plan a social media campaign for a campus event with clear goals, target audience, and posting schedule.
4. **Analytics Practice Session** – Students use free tools (e.g., Facebook Insights, Google Analytics demo) to interpret campaign performance data.
5. **DO's & Don'ts Role play** – Teams present scenarios showing correct and incorrect practices in social media marketing.

Text books:

1. *Digital Marketing: Seema Gupta-Mcgrawhill*
2. *Social Media Marketing: Tracy L. Tuten(2021).*
3. *Social Media Marketing: A Strategic Approach. Debra Zahay, MaryLou Roberts*
4. *Chat GPT & Social Media Marketing. Ryan Turner.*

BLUEPRINT

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Introduction	2	1
II	Social media management	2	1
III	Social media strategy	2	2
IV	Social media for marketing	2	1
V	Social analytics	2	1

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A" Grade)
II Year BBA(H) Semester -IV
COURSE CODE: 422514
SOCIAL MEDIA MARKETING
MINOR MODEL PAPER

Time: 2½ Hours.

Max Marks: 50

SECTION-A

Answer any **FIVE** of the following

5X3=15Marks

36116

1. Elucidate about E-Mail.
2. Categorize the various Mobile Apps.
3. Discuss about Book Marking Websites.
4. State about Social Media Management.
5. Determine the Tips of Social Media Marketing.
6. Define Social Media ROI.
7. Summarize about LinkedIn.
8. Elaborate about Social Media and other types of Marketing.

SECTION-B

Answer **ALL** questions.

(5×7=35Marks)

9. Categorize the various Blogging Platforms.

(Or)

10. State the various types of Social Media Websites.

11. Explain about Sharing Content on Social Media.

(Or)

12. Describe the Do's and Dont's of Social Media.

13. Summarize about Social Media Strategies.

(Or)

14. Elaborate the process of Social Media Optimization.

15. Explain about Social Media platforms for Marketing.

(Or)

16. Support Establishing Relationship with Customers.

17. Discuss about Automation and Social Media.

(Or)

18. Determine the Managing Tools of Social Media.

GOVERNMENT COLLEGE (AUTONOMOUS)
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(Re-Accredited by NAAC with "A+" Grade)
(W.e.f. 2024-25 Admitted Batch)
II Year B.B.A (Honours)
Semester – III
Course Code: 322508
MAJOR: III BUSINESS ENVIRONMENT

36135

Theory Credits:4 4hrs/week

Course Outcomes (COs):

- CO1: Analyze the nature and importance of business environment in shaping business decisions and strategies.
- CO2: To help them make effective decisions based on analysis of business environment.
- CO3: Analyze different economic systems and policies, including industrial policies, monetary policy, Fiscal policy, and economic planning.
- CO4: To develop an understanding of the MSME sector and challenges there in.
- CO5: Understand basic concept of Foreign Direct Investment and Estimate the importance of Foreign Direct Investment

UNIT-I: INTRODUCTION

Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment-Internal and External. Salient features of Indian Economy, evolution in the recent years.

UNIT-II: POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS

Elements of Political Environment, Competition Act 2002, FEMA. Consumer Protection Act 2019, Environmental Scanning – SWOT Analysis.

UNIT-III: ELEMENTS OF ECONOMIC ENVIRONMENT:

Elements of Economic Environment, Economic systems. Industrial Policy 1956 & 1991, Monetary Policy, Fiscal Policy, Economic Planning, NITI Aayog.

UNIT-IV: MANAGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

Concepts and Definitions of MSME, the MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector.

UNIT-V: FOREIGN DIRECT INVESTMENT

Introduction to FDI & Foreign Portfolio Investment, FDI vs. FPI, Types of FDI, Advantages and Disadvantages of FDI, World Trade Organizations, Functions of WTO, Agreements of WTO, Dispute Settlement Mechanism of WTO, WTO rounds of Trade Negotiations.

Reference Books:

1. Francis Cherunilam, Business Environment - Himalaya Publishing House
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House
3. Mishra and Puri, Indian Economy, Himalaya Publishing House
4. Raj Aggarwal, Business Environment, Excel Books.

36/35

BLUEPRINT

Unit	Name of the Topic	Essay 7M	Short 3M
I	Introduction	2	1
II	Political and Legal Environment of Business	2	2
III	Elements of Economic Environment	2	2
IV	Management of MSME	2	1
V	Foreign Direct Investment	2	2

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(Re-Accredited by NAAC with "A+" Grade)
(W e f 2024-25 Admitted Batch)
II Year B.B.A (Honors)
Semester - III
Course Code: 322508
BUSINESS ENVIRONMENT
MODEL PAPER

36135

Time: 2 ½ Hrs

Max Marks: 50

SECTION-A

Answer any FIVE Questions of the following

5x3=15

1. Business Environment
2. Competition Act
3. Environmental Scanning
4. NITI Aayog
5. Economic Planning
6. MSME Act 2006
7. Foreign Portfolio Investment
8. WTO rounds of Trade Negotiations

SECTION-B

Answer the following questions.

5x7=35

9. Explain the internal factors of Business environment.
OR
10. Discuss the external factors of Business environment.
11. Explain about Consumer Protection Act 2019.
OR
12. Describe the SWOT analysis.
13. Explain main factors of industrial policy 1991
OR
14. Explain the Various Components of Monetary Policy.
15. Explain the provisions of MSME development act 2006.
OR
16. Define MSME? Explain the problems which are faced by MSME sector
17. Explain the Advantages and Disadvantages of FDI.
OR
18. What are the functions of WTO?

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(W e f 2023-24 Admitted Batch)
II Year B.B.A (Honours)
Semester - III
Course Code: 322509
MAJOR: IV BUSINESS STATISTICS AND MATHEMATICS

36/45

Theory Credits 4 4hrs/week
Course Objectives:

- Understand the importance of Statistics in real world business applications
- Formulate complete, concise and correct mathematical proofs
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models, learn and apply the statistical tools to business.
- Create quantitative models to solve real world problems in appropriate contexts.

Course Outcomes (COs):

By the end of the course, students will be able to:

CO:1 Interpret and apply the concepts, functions, and limitations of statistics in solving real-life business problems

CO:2 Collect, classify, and present data effectively using schedules, questionnaires, tabulation, diagrams, and graphs.

CO:3 Compute and analyze measures of central tendency and dispersion to summarize and interpret business data

CO:4 Examine and interpret relationships between variables using correlation techniques and evaluate their significance.

CO:4 Apply set theory and matrix operations to represent, process, and solve business-related mathematical problems.

UNIT I: Introduction to Business Statistics

Meaning, definition, functions, importance and limitations of Statistics in business context. Methods of Data Collection- Primary and Secondary data. Tools for Data Collection-Schedule and questionnaire. Frequency distribution, Tabulation of Data, Diagram and graphic presentation of data.

UNIT II: Measures of Central Tendency and Dispersion

Definition, objectives and characteristics of Measures of Central Tendency - Types of Averages - Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles, Deciles and percentiles. Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range, Quartile Deviation, Mean deviation, Standard Deviation. Co-efficient of variation.

UNIT III: Measures of Correlation

Meaning, Definition and use of correlation. Types of Correlation-Karl Pearson's correlation coefficient, Spearman Rank correlation. Probable error,

UNIT IV: Set Theory

Set, Subset, Types of Sets. Operation sets, De Morgan's Law of Venn Diagram. Applications of Set theory.

UNIT V: Matrix

Meaning and operations, Matrix Algebra. Types of matrices, Matrix addition, Matrix Multiplication. Matrix Determinants, Minors and Co-factors, Matrix inversion.

Activities:

1. **Data Collection Survey** – Students conduct a mini-survey on campus (e.g., food preferences, study habits) using primary data collection tools like questionnaires and schedules.
2. **Data Presentation Workshop** – Students tabulate collected data and create frequency distributions, bar diagrams, histograms, and pie charts using Excel or manual drawing.
3. **Central Tendency & Dispersion Lab** – Students calculate mean, median, mode, standard deviation, and coefficient of variation using real data collected from classmates.
4. **Correlation Exercise** – Students gather two related sets of campus data (e.g., study hours vs. grades) and compute Kendall's, Pearson's and Spearman's correlation coefficients.
5. **Set Theory & Matrix Application Challenge** – Students solve business problem scenarios involving set operations, Venn diagrams, and matrix calculations, then present solutions in groups.

Reference Books:

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

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BLUE PRINT

Unit	Name of the topic	Theory	
		Essay/7M	Short 3M
I	Introduction To Business Statistics	2	2
II	Measures Of Central Tendency And Dispersion	2	2
III	Measures Of Correlation	2	2
IV	Set Theory	2	1
V	Matrix	2	1

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(W.e.f 2023-24 Admitted Batch)
II Year B.B.A(Honors)
Semester – III
Course Code: 322509
MAJOR:IV BUSINESS STATISTICS AND MATHEMATICS
MODEL PAPER

36145

Time: 2½ Hours

Max.Marks:50

SECTION-A

Answer any FIVE of the following.

(5×3=15 Marks)

1. Define Statistics. Explain the characteristics of Statistics.
2. Write the characteristics of Good Questionnaire.
3. Explain types of Averages
4. Explain the various measures of Dispersion.
5. What is meant by Correlation? Explain the different types of Correlation.
6. Uses of Correlation
7. Types of Sets.
8. Venn diagram.

SECTION-B

Answer ALL questions

(5×7=35Marks)

9. Define Statistics and Explain Functions and Importance of Statistics?

(Or)

10. Construct (i) Histogram (ii) Frequency Polygon, from the following data.

Class Interval	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	12	36	44	78	55	18	11

11. Calculate Mean and Median from the following data.

Class Interval	0-20	20-40	40-60	60-80	80-100	100-120
Frequency	8	12	16	22	14	9

(Or)

12. Compute Standard Deviation and Co-efficient of Variance from the following data

Class Interval	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	1	5	7	10	5	2

36195

13. Calculate the Co-efficient of Correlation between the values of Price and Supply.

Price	8	10	15	17	20	22	24	25
Supply	25	30	32	35	37	40	42	45

(Or)

14. Calculate the Co-efficient of Rank Correlation

Marks in Accounting	42	75	38	54	64	35	84	72	58
Marks in Statistics	92	36	48	87	50	45	73	41	39

15. Given that $A = \{1, 3, 5, 7, 9\}$; $B = \{1, 7, 8\}$; $C = \{3, 5, 8, 10, 12\}$ verify Associative Law of Union and Intersection of Sets.

(Or)

16. Given the Sets $A = \{1, 2, 3, 4\}$; $B = \{2, 3, 4, 5\}$; $C = \{4, 5, 6, 7\}$ find $(A \cup B) \cap C$; (ii) $A \cap (B \cup C)$; (iii) $A \cup (B \cap C)$

17. If $A = \begin{pmatrix} 23 & 4 & 2 \\ 45 & 5 & 6 \end{pmatrix}$, $B = \begin{pmatrix} 4 & 2 \\ 5 & 6 \end{pmatrix}$, $C = \begin{pmatrix} 2 & 2 \\ 3 & 3 \end{pmatrix}$ find A^2 and prove that

$$A(BC) = (AB)C \text{ and } A(B+C) = AB+AC.$$

18. Define Matrices and Explain Types of Matrices (Or)

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(W e f 2023-24 Admitted Batch)
II Year BBA (Honours)
Semester - III
Course Code: 322506
MAJOR: BUSINESS LAW

4Hrs./week

36134/26115
B.Com (GAT) 2024
(G)

Theory

Credits: 4

- **Course Objectives:**
- To equip the student with fundamental concepts, principles relating to Contract Act that applies to business situations
- To provide an overview on Negotiable Instruments Act and Partnership Act in India.
- To understand the regulatory frame work of companies with reference to various provisions of Companies Act
- To understand the essentials and execution of Sale contracts.
- To acquire knowledge on Right to Information Act and Consumer Protection Act.

Course outcomes (co's):

By the end of the course, students will be able to:

- **CO1:** Explain the fundamental principles of the Law of Contract and apply them to identify valid, void, and voidable contracts.
- **CO2:** Interpret the provisions of the Negotiable Instruments Act, 1881 and the Partnership Act, 1932, and assess their application in real-life business transactions.
- **CO3:** Analyze the structure and functioning of companies under the Companies Act, 2013, including formation, management, and winding up procedures.
- **CO4:** Evaluate the legal rules governing the sale of goods, rights of unpaid sellers, and the legal implications of sales by non-owners.
- **CO5:** Examine the significance of the Right to Information Act and the Consumer Protection Act, and apply these laws to protect consumer rights and promote transparency.

UNIT-I: LAW OF CONTRACT

Definition, essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contract and Remedies for Breach Special Contracts, Indemnity, Guarantee, Bailment.

UNIT-II: NEGOTIABLE INSTRUMENTS ACT 1881

Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments-Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932-Definition, Essentials of Partnership, Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.

UNIT-III: COMPANIES ACT, 2013

Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company.

UNIT-IV: SALE OF GOODS ACT

Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property. Rights and liabilities of Unpaid Seller. Rights of Unpaid Seller. Sale by Non-

36/34/36/15
 B.Com (CA/AF) 5
 BBA (CA)

UNIT-V: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT

Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies-District Forum, State Forum, National Forum, Penalties for violation.

Suggested Activities:

1. **Mock Contract Drafting Session**
 - o Students prepare and present a sample agreement covering essential elements of a valid contract.
2. **Negotiable Instruments Workshop**
 - o Hands-on practice in filling promissory notes, cheques, and bills of exchange with proper legal format.
3. **Company Law Role Play**
 - o Simulate a company's annual general meeting (AGM) with preparation of notice, agenda, and mock resolution
4. **Consumer Court Simulation**
 - o Conduct a mock consumer dispute redressal case where students act as complainants, respondents, and forum members.
5. **RTI Application Writing Competition**
 - o Students draft RTI applications for hypothetical public information requests, followed by peer review

Reference Books:

1. P.C.Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2. N.D.Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
3. Dr S.N.Maheshwari & Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
4. M.C.Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.

Blue Print

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Law of Contract	2	2
II	Negotiable Instruments Act 1881	2	2
III	Companies Act, 2013	2	2
IV	Sale of Goods Act	2	1
V	Right to Information Act & Consumer Protection Act	2	1

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(W.e.f. 2023-24 Admitted Batch) II
Year B.B.A (Honours)
Semester – III
COURSE CODE: 322506
MODEL PAPER
BUSINESS LAW

36/34 / 36/15
B.Law (A) / (A)
BBA (A)
Max Marks: 50

Time: 2 1/2 Hrs.

SECTION-A

5x3=15

Answer any FIVE Questions of the following

1. Consideration.
2. Bailment.
3. Promissory Note.
4. Kinds of partners.
5. Doctrine of Constructive Notice.
6. Prospectus
7. Auction Sale.
8. Consumer councils.

SECTION-B

5x7=35

Answer the following questions

9. Define contract. Discuss the essentials of valid contract.
OR
10. What is breach of contract? Explain the remedies for breach of contract.
11. Highlight the nature and characteristics of negotiable instruments.
OR
12. Outline the rights and Liabilities of Partners.
13. Discuss memorandum of association and articles of association.
OR
14. Summarise the different modes of Winding up of a Company.
OR
15. Identify the rules of transfer of property.
OR
16. Who is an unpaid seller? Describe the rights of Unpaid Seller
17. Examine the Consumer Protection Act 2019.
OR
18. Evaluate the importance of consumer redressal agencies.

GOVERNMENT COLLEGE(AUTONOMOUS)

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(Re-Accredited by NAAC with "A+" Grade)

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

II Year B.B.A (Honors)

Semester –V/VI

Course Code: 522512

MAJOR: I ADVERTISING MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To develop an awareness of the major types of advertising and role of Ad agencies.
- To understand the basics of Advertising and media planning.
- To know the importance of advertising budgeting, advertising agencies and evaluating advertising campaigns.
- To equip the students with the concepts, types and importance of branding. To learn about brand equity, brand evaluation and brand management.

COURSE OUTCOMES (COs)

By the end of the course, students will be able to:

CO1: Explain the fundamental concepts, importance, and objectives of advertising and identify its role within the promotional mix and integrated marketing communication.

CO2: Analyze various media types, advertising appeals, and media planning strategies to effectively reach target audiences.

CO3: Develop and evaluate advertising budgets and assess advertising effectiveness using models like DAGMAR; understand the structure and functions of advertising agencies.

CO4: Examine the concept of branding, brand identity, brand personality, and repositioning strategies to strengthen market presence.

CO5: Evaluate brand equity and performance, and design brand marketing programs suitable for different sectors, including retail and international markets.

UNIT-V: INTRODUCTION TO ADVERTISING MANAGEMENT

Advertising- Meaning, Importance and objectives of Advertising. History, Classification and Functions. Role of Advertising in Promotional Mix, Types of Advertising, Integrated Marketing Communication. Digital Advertising- Meaning, Advantages, Limitations, Types of Digital Advertising.

UNIT-II: ADVERTISING AND MEDIA PLANNING

Types of Advertising Appeals, Media – Objectives. Media Plan- Media Planning and Role of Media Planning. Market Analysis, Target Market Coverage, Geographic Coverage. Scheduling Creative aspects, Reach and Frequency, Developing and Implementing Media Strategies. Media mix Decisions, Evaluating the effectiveness.

UNIT-III: ADVERTISING BUDGET AND AD AGENCIES

Advertising Budgets, Methods of Formulating Advertising Budgets. Evaluating Advertising Effectiveness (DAGMAR), Advertising Agencies, Functions of Advertising Agency, Various Functional Departments, Evaluation Criteria for selecting an Advertising Agency.

International Advertising, Impact of Culture, Customs, Laws and Regulations, ethics.

change Agents. Resistance to change

53503

UNIT-IV: BRANDING

Introduction to Branding, benefits, Types of Brands. Branding decisions, Brand Identity, Brand Personality and Positioning, Brand repositioning, Product and Brand Extensions, Advantages of Extensions, Disadvantages of Brand Extensions.

53503

UNIT-V: BRAND MANAGEMENT

Measuring Brand Equity, Evaluating Brand Performance, Designing Brand Marketing Programmes, Branding in Retail Business, Role of Own Label.

Reference Books:

1. Kenneth Clow, Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi.
2. S.H.H. Kazmi, Satish K Batra , Advertising & Sales Promotion, Excel Books, New Delhi.
3. S A Chunawalla, Advertising, Sales & Promotions Management, Himalaya Publishing House.
4. U.C. Mathur, Brand Management: Text and Cases, Macmillan India Ltd.
5. Strategic Brand Management, Kevin Lane Keller. Pearson.

ACTIVITIES

1. Advertisement Creation Workshop:

Students will design creative print or digital advertisements for selected products using real-world advertising principles. This activity enhances creativity and understanding of ad design and message appeal.

2. Media Planning Simulation:

A practical session where students prepare a media plan for a brand, including media mix, scheduling, and budgeting decisions.

3. Guest Lecture / Industry Interaction:

An invited session with professionals from advertising agencies or brand managers to discuss the latest trends in digital and integrated marketing communication.

4. Brand Identity Presentation:

Students form groups to select a popular or local brand and present an analysis covering brand personality, positioning, and brand equity measurement.

5. College Advertising Expo (Mini Campaign):

Students conduct an advertising campaign within the college (for fests, clubs, or social causes), applying principles of media planning, branding, and creativity in a live environment.

BLUE PRINT

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Introduction To Advertising Management	2	2
II	Advertising And Media Planning	2	2
III	Advertising Budget and Ad Agencies	2	2
IV	Branding	2	1
V	Brand Management	2	1

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GOVERNMENT COLLEGE (AUTONOMOUS)
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(W.c.f. 2023-24 Admitted Batch)
III Year B.B.A (Honor's)
Semester – V/VI
522512: ADVERTISING MANAGEMENT
MODEL PAPER

Time :2 1/2 Hrs.

Max Marks:50

SECTION-A

Answer any **FIVE** Questions of the following

5x3=15

1. Digital advertising
2. Advertising
3. Media
4. Media mix
5. Advertising budgets
6. DAGMAR
7. Brand repositioning.
8. Brand equity

SECTION-B

Answer the Following questions

5x7=35

9. Define advertising. Explain the functions and objectives of advertising?

OR

10. Give a detailed note on advantages, limitations, types of digital advertising.

11. What is meant by advertising appeals? Explain different types of advertising appeals?

OR

12. Define media. Explain developing and implementing media strategies.

13. Explain evaluation criteria for selecting an advertising agency?

OR

14. Give a detailed note on advertising budget and its methods.

15. Define Branding? Explain branding benefits & types of brands

OR

16. Define product and brand extensions? Explain advantages of extensions, disadvantages of brand extensions.

17. Give a detailed note on measuring brand equity and evaluating brand performance.

OR

18. Give a detailed note on designing brand marketing programmes and branding in retail business.

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(W.e.f. 2023-24 Admitted Batch)
II Year B.B.A (Honors) Semester- III
Course Code: 322507
MAJOR: II ORGANIZATIONAL BEHAVIOUR

36125

Theory

Credits:4

4hrs/week

Course Objectives:

- To understand individual and group behavior at work place to improve the effectiveness of an organization.
- To understand different types of personality and learning styles.
- Comprehend concepts relating to group dynamics and conflict management.
- To understand leadership and its impact on group dynamics.
- To understand the process of Change management and issues involved in it.
- To understand organizational culture and organizational effectiveness.

Course Outcomes (COs):

By the end of this course, students will be able to:

- CO:1 Explain the meaning, significance, and evolution of organizational behaviour and the factors influencing it.
- CO:2 Analyze the dynamics of groups and teams, including stages of formation, cohesiveness, and conflict resolution techniques.
- CO:3 Evaluate different leadership styles, theories, and their impact on organizational effectiveness.
- CO:4 Apply change management concepts and organizational development processes to real-world organizational scenarios.
- CO:5 Assess organizational culture, climate, and power dynamics to suggest measures for improving organizational effectiveness.

UNIT-I: ORGANIZATIONAL BEHAVIOR

Organizational behaviour- Meaning, significance, evolution. Factors influencing organizational behaviour- Perception—concept and process of perception, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept of Learning and theories of learning.

UNIT-II: GROUP DYNAMICS

Meaning of groups and group dynamics, Stages in the Formation of groups, Characteristics and Types of groups. Factors influencing group effectiveness- Group cohesiveness, Group decision making. Teams-Groups vs Teams, Types of teams. Conflicts in groups-reasons for conflicts, Management of Conflict- application of Transactional Analysis, Johari Window.

UNIT-III: LEADERSHIP

Definition and Concept of Leadership, importance of Leadership, characteristics of an Effective Leader. Styles of Leadership, Managerial Grid, Leadership Continuum. Theories of Leadership. Impact of Leadership on effectiveness of groups .

UNIT-IV: MANAGEMENT OF CHANGE

Meaning and importance of Change, Factors driving organizational change. Response to change, role of change Agents. Resistance to Change – Reasons for Resistance, dealing with resistance to change.

UNIT-V: ORGANIZATIONAL CULTURE

Concept of Organizational Culture. Significance of understanding organizational culture. Distinction between organizational culture and organizational climate. Factors influencing Organizational Culture. Organizational Effectiveness- Indicators of organizational effectiveness, achieving organizational effectiveness. Organizational Power and Politics.

36125

Activities:

1. **Case Study Analysis** – Students analyze real-life or simulated organizational behavior cases to identify issues and suggest solutions.
2. **Role Play on Leadership Styles** – Groups act out various leadership approaches and their impact on team performance.
3. **Group Discussion on Change Management** – Teams discuss and present strategies to overcome resistance to change in organizations.
4. **Perception Exercise** – Students participate in activities to understand how perception influences workplace decisions.
5. **Organizational Culture Survey** – Conduct a mock survey within the college to assess culture and propose improvement strategies.

Reference Books:

1. Robbins, Stephen-Organizational Behaviour-Concepts,Controversies&Applications –Prentice Hall of India Ltd., New Delhi.
2. LuthansFred–OrganizationalBehaviour-McGrawHillPublishersCo.Ltd.,NewDelhi,
3. Rao,VSPandNarayana,P.S.-OrganizationTheory&Behaviour-KonarkPublishersPvt.Ltd., Delhi.
4. Prasad,L.M- Organizational Theory &Behaviour- SultanChand&Sons, New Delhi.

BLUE PRINT

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Organizational Behavior	2	2
II	Group Dynamics	2	2
III	Leadership	2	2
IV	Management Of Change	2	1
V	Organizational Culture	2	1

36/25 ✓

GOVERNMENT COLLEGE (AUTONOMOUS)
RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(W.e.f.2023-24 Admitted Batch)
II Year B.B.A (Honors)
Semester – III
322507: ORGANISATIONAL BEHAVIOUR

MODEL PAPER

Time: 2 1/2 Hrs.

Max Marks: 50

SECTION-A

Answer any **FIVE** Questions of the following

5x3=15

1. Perception
2. Learning
3. Johari Window
4. Group dynamics
5. Leadership
6. Managerial Grid
7. Organizational Development
8. Organizational Culture

SECTION-B

Answer the Following Questions

5x7=35

9. Define Organizational Behaviour. Explain its significance, evolution & Factors influencing organizational behavior?

OR

10. Define Personality? Give a detailed note on Stages of personality development and determinants of personality.

11. Explain briefly the stages in the formation of groups and types of groups.

OR

12. Explain application of Transactional Analysis?
13. Define Leadership. Explain the importance of leadership, characteristics of an effective leader.

OR

14. Give a detailed note on Styles of Leadership?

15. Define Organizational Change? Explain the importance of Change and Factors driving Organizational change

OR

16. Define Organizational Development. Explain the significance and process of OD?

17. Give a detailed note on Concept of Organizational Culture, Significance of understanding organizational culture?

OR

18. Distinction between organizational culture and organizational climate

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(W.e.f.2024-25 Admitted Batch)
II Year B.B.A (Honours)
SEMESTER-IV MINOR-4
COURSECODE: 522220
COURSE4: SEARCH ENGINE OPTIMISATION

53573

Theory

Credits:4

4 hrs/week

Course Objectives:

By the end of the course, learners should be able to:

- Understand the interface and key functionalities of Google Search Console for website performance monitoring.
- Analyze key performance indicators such as clicks, impressions, CTR, and average position to evaluate SEO effectiveness.
- Manage indexing and sitemap submissions to improve search engine visibility.
- Implement and monitor website enhancements including mobile usability, structured data, and core web vitals.
- Identify and resolve manual actions, security issues, and utilize legacy tools for advanced SEO insights.

Course Outcomes(CO'S)

On successful completion of this course, learners will be able to:

CO:1 Operate Google Search Console to track and interpret website performance metrics.

CO:2 Inspect URLs, troubleshoot indexing problems, and optimize content for better search ranking.

CO:3 Submit and manage sitemaps to enhance search engine coverage.

CO:4 Apply enhancement reports (AMP, mobile usability, breadcrumbs, FAQ, etc.) to improve user experience and SEO results.

CO:5 Address manual actions, security warnings, and configure legacy tools for targeted SEO optimization.

UNIT-I: Overview: Performance: total clicks, total impression, avg. CTR, avg position- URL Inspection: URL on is Google – view crawled page– view source, learn more option

UNIT-II: Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page ,pages with errors, valid pages- Sitemaps-add new sitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.

UNIT-III Enhancements:--Core web vitals-Mobile usability-AMP-breadcrumbs-FAQ- How to-Logos-Review snippets-Site Links Search box

UNIT-IV: Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimisation-security issues and its report-

UNIT-V: Legacy Tools and Reports: Links settings submit feedback-about new

References:

1. The Ultimate Guide to Google Search Console 2021 by Aja From/a javuu.
<https://blog.hubspot.com/marketing/google-search-console>
Googlesearchconsole: Knowledgepanel by Sajith Thomas and Evin Jaison 2016

Google Search Console: A Complete Guide by Gerardus Blokdyk 2018, Books about publishers

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Activities

Written Assignments

- Oral Presentation
- Quiz Programme

Activities:

1. **Live Website Performance Review** – Use an institution's website (e.g., department page) to check total clicks, impressions, CTR, and average position in Google Search Console.
2. **URL Inspection Exercise** – Inspect specific URLs from the campus website and analyze crawled pages, index status, and possible improvements.
3. **Sitemap Creation & Submission** – Create or update an XML sitemap for a campus microsite and submit it in Google Search Console.
4. **Mobile Usability & Core Web Vitals Test** – Run enhancement checks on the college website to identify mobile issues and recommend improvements.
5. **Security & Manual Actions Drill** – Review security reports for a test website and prepare a mock action plan to resolve any issues.

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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(Re-Accredited by NAAC with "A+" Grade)
(W.e.f.2023-24 Admitted Batch)
II Year B.B.A (Honours)
SEMESTER-V MINOR-
COURSECODE: 522220
SEARCH ENGINE OPTIMIZATION

53573

Time: 2½ Hours.

Max Marks:50

SECTION-A

Answer any FIVE of the following

5X3=15Marks

- I. 1. Define URL
2. Average CTR
3. Referring pages
4. Define valid with warning
5. Mobile usability
6. Breadcrumbs
7. Define manual actions in Search Engine Optimization
8. Define backlinks in SEO

SECTION-B

Answer ALL questions.

(5×7=35Marks)

9. Discuss the key performance metrics (total clicks, total impressions, average CTR, and average position).

OR

10. Explain the benefits of using the **URL** Inspection tool in Google Search

11. Explain the different types of pages shown in the coverage report?

OR

12. Discuss the importance of sitemaps

13. Explain the importance of Core Web Vitals in improving website performance and user experience. How do they influence search engine ranking?

OR

14. Analyze the role of Mobile Usability and Accelerated Mobile Pages (AMP) in ensuring faster and more accessible browsing experiences.

15. Explain the concept of Manual Actions in Search Engine Optimization (SEO).

OR

16. Describe the step-by-step process of removing Manual Actions in SEO through Google Search Console.

17. Explain the purpose of the "Links" section in Google Search Console?

OR

18. How can a website owner use the "Settings", "Submit Feedback", and "About New Version" features to manage their site effectively and provide input to Google?

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(W.c.f. 2023-24 Admitted Batch)
III Year B.B.A (Honor's)
Semester – V/VI
Course Code: 522513
TRAINING AND DEVELOPMENT

522513

Theory

Credits: 4

4 hrs/week

Course Objectives:

- Understand basic concepts associated with learning process, learning theories, training and development.
- Understand training needs, identification of training needs, training processes, training methods.
- To familiarize with evaluation design to assess training program effectiveness.
- Emerging trends in training and development.
- Relevance and usefulness of training expertise in the organizational work environment.

COURSE OUTCOMES (COs)

After successful completion of this course, students will be able to:

CO1: Explain the concepts, scope, objectives, and importance of training and development in organizational success.

CO2: Identify training needs and evaluate training programs using various models such as Kirkpatrick and CIRO.

CO3: Design effective training programs by preparing training modules, schedules, content, and budgeting plans.

CO4: Compare and apply different training methods (On-the-Job and Off-the-Job) and assess trainer's competencies and styles.

CO5: Differentiate between training and development, understand executive development techniques, and apply counselling principles for employee growth and career development.

UNIT-I: TRAINING AND DEVELOPMENT

Introduction to Training- Scope, Objectives and Importance. Beneficiaries of Training, Factors influencing working and learning. Training Need Analysis, Training practices, Problems in Training process, emerging trends in training.

UNIT-II: STEPS IN TRAINING PROGRAM

Need for Training and Development, Role of training managers – Administrators, Consultants, Designers and Instructors, Identification of training needs – Potential macro needs, - Designing Competency Based training programs. Evaluation of training programs- Evaluation process, Feedback mechanism, Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.

UNIT-III :TRAINING DESIGN

Introduction to Training Design, Factors affecting design of a training program, Designing a training module, Identification of Trainer, designing the Training Schedule, Preparing content, Study Material. Budgeting for training, types of cost involved in training programs. Identification of alternative methods of instruction. Conduct of the Program- Physical arrangements, Creating climate for learning, tips for effective implementation.

UNIT-IV: TRAINING METHODS AND TRAINER'S STYLE

Types of training- On-the-Job methods, Off-the -Job training methods (Job Instruction method, Job Rotation Method, presentation methods, hands on methods, group building methods), choosing a training method. Competence of trainer- Trainer's skills and style. Trainer's roles, Do's and Don'ts for Trainers.

53513

UNIT-V: DEVELOPMENT

Executive Development- Need, importance of Training for Managers. Steps in the organization of Executive Development Programs, Techniques of Development Programs. Difference between Training and Development, Career Development. Counselling- Meaning of Counselling, Process of Counselling. Non- Directive Counselling, Evaluation of Counselling programs, Factors determining Effectiveness of Counselling.

Reference Books:

1. Gary Dessler, Human Resource Management, Pearson Education.
2. Noe, R.A. Employee Training & Development. McGraw-Hill India.
3. Aswathappa K, Human Resource to Personnel Management, Tata Mc Graw Hill.
4. Mamoria C.B and Mamoria S. Personnel Management, Himalaya Publishing Company.
5. Rolf, P and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.

ACTIVITIES

Activity 1: Training Need Analysis (TNA) Survey

- **Description:** Students, with teacher guidance, will conduct a small-scale TNA survey within the college (e.g., among peers or staff) to identify skill gaps and propose suitable training programs.
- **Objective:** To help students practically understand the process of identifying training needs.

Activity 2: Preparation of a Training Module

- **Description:** Students will design a complete training module (topic, objectives, duration, method, trainer role, and evaluation) under the teacher's supervision.
- **Objective:** To apply theoretical knowledge in creating a realistic and structured training program.

Activity 3: Role Play – Trainer and Trainee Simulation

- **Description:** Students will perform trainer–trainee role plays demonstrating communication, motivation, and presentation skills. The teacher will guide them on performance improvement.
- **Objective:** To help students experience real-life training session dynamics and trainer competencies.

Activity 4: Group Presentation on Emerging Trends in Training

- **Description:** In groups, students will research and present on topics such as e-learning, virtual training, gamification, and AI in training under faculty mentorship.
- **Objective:** To promote collaborative learning and awareness of modern trends in training.

Activity 5: Counselling Demonstration Session

- **Description:** With teacher facilitation, students will demonstrate a mock counselling process to understand the steps, communication skills, and effectiveness evaluation in counselling.
- **Objective:** To develop interpersonal and counselling skills relevant to employee development

53513

Blue Print

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Training and Development	2	2
II	Steps in Training Program	2	2
III	Training Design	2	1
IV	Training Methods and Trainer's Style	2	1
V	Development	2	2

GOVERNMENT COLLEGE (AUTONOMOUS)
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(W.e.f. 2023-24 Admitted Batch)
III Year B.B.A (Honor's)
Semester – V/VI
522513: TRAINING AND DEVELOPMENT
MODEL PAPER

53513

Time: 2 1/2 Hrs.

Max Marks:50

SECTION-A

Answer any FIVE Questions of the following

5x3=15

1. Scope of training.
2. Beneficiaries of training.
3. Feedback mechanism of training.
4. Need for Training and Development.
5. Factors affecting training design.
6. Choosing a training method.
7. Need for executive development.
8. Techniques of development programs.

SECTION-B

Answer the following questions

5x7=35

9. What is training? Discuss the factors influencing working and learning.
OR
10. Describe the emerging trends in training.
11. Explain about design of competency-based training programs.
OR
12. Outline different types of training effectiveness models.
13. Identify the steps involved in design of training module.
OR
14. Summarise the alternative methods of instructions.
15. Highlight the Do's and Don'ts for a trainer.
OR
16. State the different types of training methods.
17. Describe the steps in organizing executive development program.
OR
18. Review the factors that determine effectiveness of counseling.

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(W & F 2023-24 Admitted Batch)

III Year B.B.A (Honours)

Semester - V/VI

Course Code: 522515

PRODUCTION AND OPERATIONS MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course objectives

1. To equip the students with conceptual knowledge on Production and Operations Management
2. To appreciate the need for selecting appropriate Plant location and layout.
3. To understand the need for Capacity planning and controlling.
4. To understand the importance of Productivity and Maintenance management.
5. To comprehend the need for Inventory management and Quality management.

Course Outcomes (COs):

CO1: Explain the concepts, nature, and scope of Production and Operations Management, and understand its relationship with other functional areas in an organization.

CO2: Analyze the importance of facility location and layout, and apply various techniques for effective plant location and layout design.

CO3: Demonstrate knowledge of Production Planning and Control (PPC), including capacity planning, scheduling, and production decision-making processes.

CO4: Evaluate productivity and its influencing factors through work study methods such as time and motion study, and understand maintenance management practices.

CO5: Apply concepts of Material Management and Quality Management, including inventory control models (EOQ, ABC analysis) and Total Quality Management (TQM) techniques to improve operational efficiency.

UNIT I: INTRODUCTION

Concept of Production and Operations Management, Nature and Scope of Production/Operations Management, Relationship with other Systems in the Organisation. Factors that affect production System, Difference between Manufacturing and Service Operations, Role of Production and Operations Manager.

UNIT II: FACILITY LOCATION

Facility Location- Importance, Factors effecting choice of Location, Location analysis techniques, Facility Layout - Objectives, Basic types of layouts, Advantages.

UNIT III: PRODUCTION PLANNING AND CONTROL

Production Planning & Control (PPC) - Concept, Objectives and Functions. Decisions relating to PPC. Capacity Planning- Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT IV: PRODUCTIVITY

Productivity- Definition, Factors affecting Productivity, Work Study- Time Study and Methods Study. Work Measurement, Control Charts, Maintenance Management.

UNIT V: MATERIAL MANAGEMENT AND QUALITY MANAGEMENT

Significance of Material Management, Material Planning and Inventory Control.

Inventory Models, Inventory costs, Basic EOQ Model, Re-order Level, ABC Analysis.

Quality Control, Total Quality Management.

53523

Reference Books:

1. K Aswathappa, Production and Operations Management, Tata McGraw Hills India.
2. Dr.B.S.Goel, Production & Operations Management, PragathiPrakashan, Meerut.
3. PankajMadan; Production and Operation Management, Global Vision Publishing.
4. R Panneerselvam, Production and Operations Management, PHI.

Activities :

Activity 1: Case Study on Production System Design

- **Description:** Students will analyze a real or hypothetical manufacturing/service company to identify factors affecting its production system and propose improvements.

Activity 2: Facility Location and Layout Planning Exercise

- **Description:** Students will select a business (e.g., textile, automobile, food processing) and prepare a facility location plan considering cost, infrastructure, and manpower availability. They will also design a basic plant layout using diagrams.

Activity 3: Production Planning and Control Simulation

- **Description:** Students will simulate a small production unit and prepare a production plan including forecasting, scheduling, and capacity planning.

Activity 4: Productivity Measurement through Work Study

- **Description:** Students will conduct a simple work study on a selected campus activity (e.g., library book issue system, canteen service) to measure time and suggest productivity improvement methods.

Activity 5: Inventory and Quality Management Workshop

- **Description:** Students will perform a mock inventory analysis using EOQ and ABC models with sample data and discuss quality control tools such as control charts and TQM principles.

BLUE PRINT

Unit	Name of the topic	Theory	
		Essay 7M	Short 3M
I	Introduction	2	2
II	Facility Location	2	2
III	Production Planning And Control	2	1
IV	Productivity	2	1
V	Material Management and Quality Management	2	2

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(Re-Accredited by NAAC with "A+" Grade)
(W.e.f. 2023-24 Admitted Batch)
III Year B.B.A (Honours) Semester – V/VI
522515: PRODUCTION AND OPERATIONS MANAGEMENT

53533

Time: 2 1/2 Hrs

Max Marks:50

SECTION-A

Answer any FIVE Questions of the following

5x3=15

1. Production and operations management
2. Role of production manager.
3. Facility location
4. Facility layout
5. PPC
6. Control charts
7. EOQ
8. TQM

SECTION-B

Answer the Following Questions

5x7=35

9. Define production and operations management. difference between manufacturing and service operations?

OR

10. Give a detailed note on role of production and operations manager.

11. What is meant by facility location? Explain the importance, factors effecting choice of location?

OR

12. What is meant by facility layout? Explain the objectives, advantages and basic types of layouts?

13. Explain PPC and its objectives and functions?

OR

14. Give a detailed note on capacity planning, Factors affecting capacity planning and capacity planning decisions.

15. Define productivity? Explain the factors affecting productivity?

OR

16. Give a detailed note on time study and methods study, work measurement, maintenance management.

17. Give a detailed note on significance of material management.

OR

18. Give a detailed note on inventory models and inventory costs

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RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A+" Grade)

(W.e.f.2024-25 Admitted Batch)

III Year B.B.A (Honours)

SEMESTER-V MINOR

COURSE CODE: 52221

E-MAIL MARKETING

53583

Theory

Credits:4

4 hrs/week

COURSE OBJECTIVES :

By the end of this course, students will be able to:

- 1: Understand the fundamental concepts, evolution, and importance of email marketing in digital marketing.
- 2: Identify and apply strategies for creating effective email content, subject lines, and campaigns.
- 3: Learn the structure, setup, and functional features of Mailchimp as a key email marketing tool.
- 4: Develop skills in designing, executing, and analyzing automated email campaigns using analytics and reports.
- 5: Explore and compare alternative email marketing platforms such as Mailer Lite, Sendin Blue, Active Campaign, and Hub Spot.

COURSE OUTCOMES (COs)

After successful completion of this course, students will be able to:

1. **CO 1:** Explain the evolution, objectives, and relevance of email marketing in modern business communication.
2. **CO 2:** Design and compose professional, engaging, and conversion-focused email content.
3. **CO 3:** Demonstrate the use of Mailchimp for account setup, subscriber management, and campaign creation.
4. **CO 4:** Evaluate the performance of email campaigns through tracking metrics and reports.
5. **CO 5:** Compare various email marketing tools and recommend suitable platforms for different marketing objectives.

UNIT-I: Introduction to Email Marketing-Importance of Email Marketing-Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and Dis Advantages of Email Marketing.

UNIT-II: E-Mail Marketing Understanding : Benefits of Email Marketing- How to write Effective content and subject line-Why Email automation is required-Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.

UNIT-III: Introduction to Mail-Chimp-Mail-Chimp Structure- Account Setup and Settings- Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.

UNIT-IV: Mail-Chimp: Types of Email Marketing:-Campaigns Creating an Email-What Is the Newsletter -Design a News letter Reports -Marketing Automation.

UNIT-V: Best Email Marketing Alternatives:Introduction:Mailer Lite- SendInBlue- Active Campaign- HubSpot etc.

References

1. Author: Tom Corson-Knowless, Email Marketing Mastery. TCK Publishing
2. Author: Susan Gunelius, Publisher: Entrepreneur Press, 31 May 2018,

Activities

- ✓ Written Assignments
- ✓ Oral Presentation
- ✓ Quiz Programme

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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

GOVERNMENT COLLEGE (AUTONOMOUS)

RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A+" Grade)

(W.e.f.2024-25 Admitted Batch)

III Year B.B.A (Honours)

SEMESTER-V MINOR-

COURSE CODE: 522221

E-MAIL MARKETING

53583

Time: 2½ Hours

Max Marks:50

SECTION-A

Answer any **FIVE** of the following

5X3=15Marks

1. Define email marketing in your own words.
2. List three primary goals of a typical email marketing campaign.
3. List four key benefits of email marketing for a business
4. Name three important metrics to track in an email marketing report
5. What is a "subscriber list" (often called an "audience") in Mailchimp?
6. What is the difference between a "tag" and a "segment" in Mailchimp?
7. What is the primary purpose of a newsletter?
8. What is Mailer Lite best known for?

SECTION-B

Answer **ALL** questions.

(5x7=35Marks)

9. Discuss the objectives and importance of email marketing in the modern digital landscape

OR

10. Discuss its significant advantages and disadvantages of email marketing
11 Describe the complete process of designing an effective email marketing campaign.

OR

12. What are the key principles for Effective content and subject line.
13. Describe how they would develop an initial email marketing strategy with in the Mail chimp framework.

OR

14. Discuss the importance of building and managing a subscriber list in Mail chimp.

15. Describe the end-to-end process of creating and designing an email news letter campaign in Mailchimp

OR

16. Explain the concept and importance of Marketing Automation within Mail chimp

17. Explain a detailed overview of HubSpot's email marketing tools

OR

18. Discuss the primary strengths and potential weaknesses of each email marketing platform

GOVERNMENT COLLEGE (AUTONOMOUS)
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(W.e.f.2023-24 Admitted Batch)
III Year B.B.A(Honours)
Semester -V/VI
Course Code:522514
FINANCIAL MARKETS

522514

Theory Credits:4 4hrs/week

Course objectives:

- To gain conceptual knowledge on financial system and markets.
- To comprehend the various money market instruments.
- To understand Capital Markets and their Operations.
- To understand concepts related to the foreign exchange market.
- To develop an understanding on derivatives market.

Course Outcomes (COs):

CO1: Understand the structure, components, and functions of the Indian Financial System and its role in economic development.

CO2: Explain the organization, instruments, and operations of the Indian Money Market and identify its deficiencies.

CO3: Analyze the structure and functioning of the Capital Market in India, including the role of SEBI and stock exchanges.

CO4: Examine the functions, participants, and exchange rate mechanisms in the Foreign Exchange Market and understand concepts like arbitrage and purchasing power parity.

CO5: Evaluate the role of derivative markets, and distinguish between futures, options, swaps, and forward contracts in managing financial risks.

UNIT-I: INDIAN FINANCIAL SYSTEM

Introduction-Importance and functions of Financial System- Structure of the Indian Financial System

-Financial markets-Financial institutions-Financial Instruments-Financial Services.

UNIT-II: MONEY MARKET:

Introduction-Definition of Money Market- Structure of Indian Money Market-Features of Money Market-Composition of Money Market- Sub markets in the Indian Money Market-Money

Market Instruments-Commercial Bills-Finance Bills or Usance Promissory Notes-Treasury Bills, Commercial papers, Certificate of Deposits,-Deficiencies of Money Market.

UNIT-III: CAPITAL MARKET:

Introduction- Meaning, Objectives and importance and Functions of Capital Markets - Structure of Indian Capital Market - Growth of Indian Capital Market- Capital Market Instruments- Industrial Securities (Ownership Securities, Creditorship Securities)-

Gilt edged Securities (Government Securities, Semi Government Securities)-

Regulation of Capital Market (SEBI) Primary Market (Functions, Methods and Operations of New Issue Market)-Secondary market (NSE)

UNIT-IV: FOREIGN EXCHANGE MARKET:

Features of Foreign Exchange Market-Functions and Organization- Structure- Participants in the Foreign exchange Market- For ex Exchange rates (Spot & Forward) - Theory of Purchasing Power Parity-Arbitrage.

UNIT-V: THE DERIVATIVES MARKETS:

Futures(Swaps and forward contracts)&Options-Derivatives markets(MEFF)- Hedging Vs speculating with derivative

Reference Books:

1. Financial Markets, Institutions and Financial Services-Clifford Gomez- PHI Learning Private Limited.
2. L.M.Bhole, Financial Institution and Markets, McGrawhill.
3. Shashi K. Gupta, Nisha Agarwal and Neeti Gupta, Financial Institutions and Market, Kalyani Publications.
4. T.R.Jain, R.L.Sarma- Indian Financial System-VK Global publisher.
5. Jithendra Gala - Guide to Indian Stock markets, Buzzing Stock publishing house.
6. Saha Siddhartha- Indian financial System-and Markets -McGrawhill Publications.

53523

Activities:

Activity 1:

Topic: Structure of Indian Financial System

Description: Students will create a **flow chart or diagram** showing the structure of the Indian Financial System — including financial markets, institutions, instruments, and services — and present it in class.

Activity 2:

Topic: Indian Money Market Instruments

Description: Teacher-led group discussion on **different Money Market instruments** such as Treasury Bills, Commercial Papers, and Certificates of Deposit — followed by a short quiz..

Activity 3:

Topic: Role of SEBI and Capital Market Structure

Description: Students analyze a **recent SEBI regulation or reform** and present its impact on the capital market (using newspaper or RBI/SEBI reports).

Activity 4:

Topic: Foreign Exchange Rate Mechanisms

Description: Teacher demonstrates **spot and forward rate calculations** using practical examples; students solve numerical problems on exchange rate determination and arbitrage..

Activity 5:

Topic: Derivatives Market

Description: Students simulate a **mini trading session** or **case study** on futures and options to understand hedging vs. speculation.

BLUE PRINT

Unit	Name of the Topic	Essay 7M	Short 3M
I	Indian financial system	2	1
II	Money market	2	2
III	Capital market	2	2
IV	Foreign exchange market	2	2
V	The derivatives market	2	1

GOVERNMENT COLLEGE (AUTONOMOUS)
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(W.e.f. 2023-24 Admitted Batch)
III Year B.B.A (Honours) Semester - V/VI
COURSE 522514: FINANCIAL MARKETS

53523

Time: 2 1/2 Hrs

Max Marks: 50

SECTION-A

Answer any FIVE Questions of the following 5x3=15

1. Financial markets
2. Money market
3. Commercial papers
4. Capital market
5. Industrial securities
6. Foreign exchange market
7. Arbitrage
8. Futures & Options

SECTION-B

Answer the Following Questions 5x7=35

9. What is financial system? Explain the importance of financial system
(OR)
10. Differentiate between Financial markets and Financial institutions
11. Define money market? Explain the features of money market
(OR)
12. Explain about the money market instruments
13. What is capital market? Explain the functions of capital market
(OR)
14. Explain about secondary market (NSE)
15. What is foreign exchange market? Explain its features
(OR)
16. Explain foreign exchange rates
17. Explain the futures and option market
(OR)
18. Explain about Hedging VS Speculating with derivatives

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade) \

(W.e.f. 2025-26 Admitted Batch)

I BBA H (Event Management)– Semester – I
INTRODUCTION TO EVENT MANAGEMENT

13204

Syllabus

Credits: 04

Hours: 04

Course Outcomes:

After completing the course, the student shall be able to:

- CO1: Understand the basic designing process of events
- CO2: Understand the various categories / types of events;
- CO3: Understand the social, economic, cultural and political impact of running events
- CO4: Understand the scope for expansion of the event industry and identify job prospects related to various areas in event management.
- CO5: Skill Acquiring for career planning in event management

Unit I: Introduction:

Introduction - Definition of Events – Objectives- Historical Perspective of Events-Event Management —Concept- Key elements of Events - Demand and Scope of Events- Objectives of Event Management-Functions of Event Management

Unit-II: Classification of Events

Classification of Events: Mega events - Hallmark event- Major events- Local events. Based on Form or Content: Cultural celebrations - Arts and Entertainment - Business and Trade -Sport competitions - Recreational - Educational and Scientific - Political and state. International Events: Niche Events- Participatory Sports Events- Signature Cultural Events- International Sports Events.

Unit-III: Characteristics of Events and Events Committee:

Introduction-Characteristics of Events-Impact of Events-Advantages of Events. Events Committee: Functions and Responsibilities of the Committee- the big event committee structure- coordination among committees.

Unit-IV: Growth of Event Industry in India

Introduction-Industry Size and Growth-Strengths and Challenges-Structure of Event Services-Scope of Expansion and Careers.

Unit-V: Career Strategy

Career Strategy: where to start from – expected and unexpected challenges – skills needed – growth opportunities in National and International market – career planning in event management – organization structure – expectation from each level – areas in event management.

References:

1. Allen, J. et al., 2011. Festival & Special event management. 5th edition. John Wiley & Sons: Brisban
2. D.Sharma, 'Event Planning and Management', First Edition, Deep & Deep Pub Pvt Ltd., 2005 - 8176296333
3. S R Singh, 'Event Management', APH Publishing, 2009, - 8131306888

Co-Curricular Activities:

- Class discussions.
- Case Studies.
- Audio/Visual class presentations.
- Assignment and Project.
- Experimental Group Exercise.

13204

BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT-V	1	1	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(W.e.f. 2025-26 Admitted Batch)

I BBA H (Event Management)- Semester - I
INTRODUCTION TO EVENT MANAGEMENT

13204

Model Paper
SECTION-A

Answer all the Questions.

5×7=35 M

1. Define Event Management. Explain the Functions of Event Management. (BL1,2,CLO1)

OR

2. Present the Key Elements of Events (BL3,CLO1)
3. Categorize the events by international tourism.(BL2,CLO2)

OR

4. Categorize the events by when considering the scale and impact of events.(BL2,CLO2)
5. Design the big event committee structure. (BL6,CLO3)

OR

6. Define an Event. Describe the characteristics and advantages of Events(BL1,2,CLO3)
7. Present the Strengths and Challenges of Event Industry?(BL3,CLO4)

OR

8. Construct the Structure of Event Services.(BL6,CLO4)
9. Recognize the areas in event management? (BL2,CLO5)

OR

10. Describe the career planning in event management(BL2,CLO5)

SECTION-B

Answer any THREE of the following.

3×3=09 M

11. Explain the Objectives of Event Management. (CO1,BL2)
12. Define International sports events? (CO2,BL1)
13. Explain the Characteristics of events. (CO3,BL2)
14. Write a short note Industry Size & growth. (CO4,BL2)
15. Write short note on Career strategy .(CO5,BL1)

SECTION-C

Answer all the questions.

6×1=06 M

16. Define Event Management (BL1,CLO1)
17. Describe Business and Trade Events(BL2,CLO2)
18. Demonstrate Role of Finance Committee(BL3,CLO3)
19. Support Indian Events Industry(BL5,CLO4)
20. Explain about Career Planning(BL2,CLO5)
21. Examine about Local Events (BL3,CLO2)

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
 (Re-Accredited by NAAC with "A+" Grade) \
 (W.e.f. 2024-25 Admitted Batch)
I BBA H (Event Management) – Semester – I
EVENT PLANNING & VENUE MANAGEMENT

13213

Syllabus

Hours: 04

Credits: 04

Course Outcomes:

Understand the event planning process and its components

CO1: Analyse event goals, target audiences, and marketing strategies

CO2: Evaluate venue options and create effective venue layouts

CO3: Coordinate event logistics, including catering, audio-visual, and technical requirements

CO4: Manage event staff, volunteers, and vendors

CO5: Develop event budgets and financial plans

UNIT-I: Introduction to Event Planning, Event Concept and Design, Definition and scope of event planning, Event concept and theme development, Types of events (conferences, weddings, festivals, etc.), Event planning process (concept, planning, execution, evaluation) Event format and agenda design, marketing and promotion, branding and sponsorship.

UNIT-2: Event Budgeting and Finance, Logistics and Operations. Event budgeting and financial planning ,pricing and revenue management, expense management and cost control. Event timing and scheduling. Event staffing and volunteer management, catering and beverage management, audiovisual and technical requirements.

UNIT-3: Event Coordination and Execution, Venue Selection and Management Event setup and teardown, registration and ticketing, flow and crowd management, evaluation and feedback. Venue types (hotels, convention centers, outdoor spaces, etc.) selection criteria (capacity, location, amenities, etc.), layout and design, operations and logistics.

UNIT-4: Risk Management and Safety - Event risk assessment and mitigation, Event safety and emergency planning, Event insurance and liability

UNIT-5: Event Marketing and Promotion, Evaluation and Follow-up Event marketing and promotion strategies, social media and online marketing, public relations and communication, Event evaluation and feedback methods, follow-up and thank-you strategies, reporting and debriefing.

Textbook and Resources: -

"Event Planning: The Ultimate Guide" by Judy Allen

"Venue Management" by David J. King - Online resources and industry articles

Co-Curricular Activities:

- Quizzes and exams
- Group project and presentation
- Case study analysis and reporting
- Final event plan and proposal

BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	1	1	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade) \

(W.e.f. 2024-25 Admitted Batch)

I BBA H (Event Management)- Semester - I
EVENT PLANNING & VENUE MANAGEMENT

13213

Model Paper
SECTION-A

Answer all the Questions.

5×7=35 M

1. Discuss the event planning process in detail from concept to evaluation. (CO1,BL2)
OR
2. Explain the importance of marketing, branding, and sponsorship in event planning.(CO1,BL2)
3. Discuss the process of financial planning and budgeting for an event. (CO2,BL2)
OR
4. Explain the challenges in staffing and managing volunteers (CO2,BL2)
5. Create a detailed plan for coordinating a conference event. (CO3,BL6)
OR
6. Discuss in detail the coordination and execution process of an event. CO3,BL2)
7. Develop a safety and risk management plan for a large outdoor concert. (CO4,BL6)
OR
8. Analyze the importance of safety and emergency planning for events.(CO4,BL4)
9. Discuss various marketing and promotional strategies used in events.(CO5,BL2)
OR
10. Explain the methods of post-event evaluation and reporting. (CO5,BL2)

SECTION-B

Answer any THREE of the following.

3×3=09 M

11. Explain the scope of event planning. (CO1,BL2)
12. What are the main components of an event budget? CO2,BL6)
13. Explain the process of venue selection. (CO3,BL2)
14. Write a short note on event insurance. (CO4,BL2)
15. Write short notes on social media marketing for events.(CO5,BL1)

SECTION-C

Answer all the questions.

6×1=06 M

16. Define event planning. (CO1,BL1)
17. What is event budgeting? (CO2,BL1)
18. Define venue selection. (CO3,BL1)
19. Define risk management. (CO4,BL1)
20. What is event marketing? (CO5,BL1)
21. What is revenue management?(CO2,BL1)

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade) \ (W.e.f. 2025-26 Admitted Batch)
I BBA H (Event Management) – Semester – I
Fundamentals of Computers

13222

Syllabus

Hours: Theory 3 + Practical 2

Credits: 04

COURSE OUTCOMES:

- CO1: Demonstrate knowledge of the basic functions of computer.
- CO2: Develop practical knowledge of using these devices for day-to-day computing.
- CO3: Develop awareness of network applications in real life.
- CO4: Understand the basics of MS-Office suite and its applications.
- CO5: Apply internet knowledge for personal, educational, and professional use.

UNIT-I: Basics of Computers:-Definition of a Computer-Characteristics and application of computer-Block Diagram of a computer – Classification of Computers based on size and working-Generation of a Computer-Central Processing unit – I/O Devices.

UNIT-II:

Definition and types of operating systems – Functions of Operating system - Memory – Types of Memory. Computer Networking – Definition of a computer networking – Types of Computer Network (LAN, WAN, MAN)

UNIT-III: M.S Word: Features of M.S word –MS word window components – Creating, Editing, Formatting and Printing of documents – Headers and Footers –Insert/Draw tables – Page boarders and shading – Inserting symbols , shapes, word art, page numbers ,Equations,-spelling and grammar-Mail Merge.

UNIT- IV: M.S Power Point: - Features of PowerPoint-creating a blank presentation - Creation a Presentation using a template- Inserting and deleting a slide in a presentation – Adding clip art/pictures-Slide transition – Custom animation.

UNIT-V: M.S Excel: - Overview of excel features – Creating a new worksheet, selecting cells , Entering and Editing text , Numbers, Formulae-Inserting rows and columns – Changing column width and height, auto format , changing font sizes, colours, shading.

Reference Books

1. Fundamentals of Computers – V. Rajaraman
2. Computer Fundamentals – P.K. Sinha & P. Sinha
3. Introduction to Information Technology – Turban, Rainer, and Potter
4. Microsoft Office 2019 Step by Step – Joan Lambert
5. Computer Networks – Andrew S. Tanenbaum

Co-curricular Activities

- Quiz on parts of computer and functions, Poster-making on "Evolution of Computers".
- Practical demonstration of different devices, Chart preparation on storage evolution.
- Hands-on lab: Prepare a Resume in MS-Word.
- Hands-on lab: Prepare Power point presentation on any topic.
- Create a sales report in MS-Excel using formulas.

13222

BLUE PRINT				
S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	2	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT-V	1	1	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)
(W.e.f. 2025-26 Admitted Batch)

I BBA H (Event Management)– Semester – I
Fundamentals of Computers

Model Paper
SECTION-A

13222

Answer all the Questions.

5×7=35 M

1. Draw and explain the block diagram of a computer. (CO1,BL4,BL6)
OR
2. Discuss the applications of computers in various fields.(CO1,BL4,BL6)
3. Explain the functions and importance of an operating system.(CO2,BL2)
OR
4. Describe the different types of computer networks with diagrams. (CO2,BL2)
5. Explain the steps for creating, editing, formatting, and printing a document in MS Word.(CO3,BL2)
OR
6. Describe Mail Merge with steps.(CO3,BL2)
7. Explain the procedure to create a PowerPoint presentation with custom animation.(CO4,BL2)
OR
8. Discuss the features of MS PowerPoint and its uses in business and education.(CO4,BL2)
9. Explain the features of MS Excel and the steps to create and format a worksheet.(CO5,BL2)
OR
10. Explain the function of M.S. Excel. (CO5,BL2)

SECTION - B

Answer any **THREE** of the following.

3×3=09 M

11. Explain any three characteristics of a computer. (CO1,BL2)
12. Write a short note on types of memory.(CO2,BL6)
13. Explain steps to check spelling and grammar. (CO3,BL2)
14. Explain steps to insert a new slide in PowerPoint. (CO4,BL2)
15. What is AutoFormat? (CO5,BL1)

SECTION-C

Answer all the questions.

6×1=06 M

16. Define a computer. (CO1,BL1)
17. What is RAM? (CO2,BL1)
18. Shortcut for saving a file?(CO3,BL1)
19. What is PowerPoint used for?(CO4,BL1)
20. Shortcut to AutoSum? (CO5,BL1)
21. List out the Computer Networks. (CO2,BL1)

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

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(W.e.f. 2025-26 Admitted Batch)

I BBA H (Event Management) – Semester – I

Course Name: Business Ethics

13224

Syllabus

Hours: 04

Credits: 04

Course Outcomes:

- CO -1: To impart the understanding of business ethics.
- CO -2: To make the students aware about morals and ethics for workers
- CO -3: To inculcate the knowledge of corporate governance among the students.
- CO -4: To make the student aware about Environmental challenges as well as challenges of cyber age

UNIT-I: Setting Ethical Standards

Ethics; meaning, definition and scope Ethics and morals, Evolution of ethics, Classification of ethics, Business ethics, Nature of ethics as moral value

Decision making: moral reasoning and its application Understanding decision making, Essence of decision making, Decision making process, Classification of decision making.

UNIT-II: Managing people in the Organization

Workers in morals Rights and duties of employee, Personal policies and procedures, Just wages, Trade unions the contemporary worker Conflict of interest, Whistle blowing, Abuse of official position, Bribe

UNIT-III: Organization as a corporate citizen

Corporate Governance Corporation as a moral person, corporate governance, corporate governance theory, Good corporate governance

UNIT-IV: Corporate Social Responsibility

Corporate Social Responsibility Understanding CSR, Moral arguments for CSR, Issues in CSR, and Development of corporate conscience as moral principles of CSR.

UNIT-V: Challenges of new age world

Challenges of environment Principles of environmental ethics, Environmental challenges is business opportunities, Role of the government, Multistake-holder ship. Challenges of cyber age Information technology and its moral significance to business, Data identity and security, Crime and punishment, Intellectual property rights.

Reference Books:

1. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press.
2. Daniel Albuquerque, Business Ethics Principles and Practices: Oxford University Press.
3. B.N.Ghosh, Business ethics and corporate governance.

CO-CURRICULAR ACTIVITIES:

- Case study analysis: Apply moral reasoning to a business ethics dilemma, discussing implications and potential solutions.
- Role-play: Demonstrate effective conflict resolution strategies in the workplace, focusing on employee rights and duties.
- Research project: Investigate a company's corporate governance practices, evaluating their impact on stakeholders.
- Group discussion: Debate the moral arguments for CSR, exploring its benefits and challenges.

BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	1	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT-V	2	1	2

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

13224

Syllabus

Hours: 04

Credits: 04

Course Outcomes:

- CO -1: To impart the understanding of business ethics.
CO -2: To make the students aware about morals and ethics for workers
CO -3: To inculcate the knowledge of corporate governance among the students.
CO -4: To make the student aware about Environmental challenges as well as challenges of cyber age

UNIT-I: Setting Ethical Standards

Ethics; meaning, definition and scope Ethics and morals, Evolution of ethics, Classification of ethics, Business ethics, Nature of ethics as moral value

Decision making: moral reasoning and its application Understanding decision making, Essence of decision making, Decision making process, Classification of decision making.

UNIT-II: Managing people in the Organization

Workers in morals Rights and duties of employee, Personal policies and procedures, Just wages, Trade unions the contemporary worker Conflict of interest, Whistle blowing, Abuse of official position, Bribe

UNIT-III: Organization as a corporate citizen

Corporate Governance Corporation as a moral person, corporate governance, corporate governance theory, Good corporate governance

UNIT-IV: Corporate Social Responsibility

Corporate Social Responsibility Understanding CSR, Moral arguments for CSR, Issues in CSR, and Development of corporate conscience as moral principles of CSR.

UNIT-V: Challenges of new age world

Challenges of environment Principles of environmental ethics, Environmental challenges is business opportunities, Role of the government, Multistake-holder ship. Challenges of cyber age Information technology and its moral significance to business, Data identity and security, Crime and punishment, Intellectual property rights.

Reference Books:

1. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press.
2. Daniel Albuquerque, Business Ethics Principles and Practices: Oxford University Press.
3. B.N.Ghosh, Business ethics and corporate governance.

CO-CURRICULAR ACTIVITIES:

- Case study analysis: Apply moral reasoning to a business ethics dilemma, discussing implications and potential solutions.
- Role-play: Demonstrate effective conflict resolution strategies in the workplace, focusing on employee rights and duties.
- Research project: Investigate a company's corporate governance practices, evaluating their impact on stakeholders.
- Group discussion: Debate the moral arguments for CSR, exploring its benefits and challenges.

BLUE PRINT

S.No	Unit	Very Short Answers (1M)	Short Answers (3M)	Essay (7M)
1	UNIT-I	1	1	2
2	UNIT-II	1	1	2
3	UNIT-III	1	1	2
4	UNIT-IV	1	1	2
5	UNIT- V	2	1	2

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A+" Grade) \

(W.e.f. 2025-26 Admitted Batch)

I BBA H (Event Management)- Semester - I

Business Ethics

Model Paper

SECTION-A

13224

Answer all the Questions.

5×7=35 M

1. Explain the process of ethical decision-making with examples. (CO1,BL2)
OR
2. Discuss the nature of ethics as a moral value and its importance in business. (CO1,BL2)
3. Discuss the moral rights and duties of employees and employers.(CO2,BL2)
OR
4. Explain how organizations can ensure ethical HR policies and procedures. (CO2,BL2)
5. Discuss the role of corporate governance in building ethical organizations.(CO3,BL2)
OR
6. Explain how an organization can act as a responsible corporate citizen.(CO3,BL2)
7. Explain the principles of CSR and its role in modern business. (CO4,BL2)
OR
8. Discuss how CSR contributes to sustainable development.(CO4,BL2)
9. Discuss the ethical challenges faced by businesses in the cyber age.(CO5,BL2)
OR
10. Analyse environmental issues as business opportunities.(CO5,BL2)

SECTION-B

Answer any **THREE** of the following.

3×3=09 M

11. Differentiate between ethics and morals. (CO1,BL2)
12. Write a short note on the duties of employees. (CO2,BL6)
13. Explain the concept of corporate governance. (CO3,BL2)
14. State the moral arguments for CSR.(CO4,BL2)
15. What is AutoFormat? (CO5,BL1)

SECTION-C

Answer all the questions.

6×1=06 M

16. Define ethics. (CO1,BL1)
17. Define conflict of interest. (CO2,BL1)
18. Define corporate citizen.(CO3,BL1)
19. What is CSR?(CO4,BL1)
20. Define cyber ethics.(CO5,BL1)
21. Define cyber ethics.(CO5,BL1)

GOVERNMENT COLLEGE (A) RAJAHMUNDRY
(RE-ACCREDITED BY NAAC WITH "A")
(With effect from 2024-25 admitted batch)
EVENT HOSPITALITY AND SPONSORSHIP-SEM-III
MODEL QUESTION PAPER

36129

Time: 2 ½ hours

Max Marks: 50

SECTION A

Answer any five of the following questions

5 x 3=15

1. Define event hospitality (BT 1)
2. Scope of sponsorship (BT 2)
3. On-site management (BT 3)
4. Guest list.(BT 1)
5. Potential sponsor (BT 6)
6. Sponsorship activation (BT 5)
7. Co-ordination for hospitality (BT 1)
8. Sponsorship activation (BT 2)

SECTION B

Answer the following

5 x 7 =35

9. Define scope of event hospitality.(BT 1)
Or
10. Analyse types of sponsorship.(BT4)
11. Sketch the plan and co-ordination for event hospitality (BT 3)
Or
12. Explain how to design supply chain management (BT 1)
13. Design on-site management.(BT 6)
Or
14. How do you define hospitality service? (BT 1)
15. Identify potential sponsor (BT 1)
OR
16. Explain post and pre-event sponsorship activities (BT 1)
17. Describe the process of developing sponsorship objectives.(BT 1)
Or
18. Plan the Strategies and proposals for building and maintaining sponsorship partnership (BT5)

GOVERNMENT COLLEGE (A) RAJAHMUNDRY
(RE-ACCREDITED BY NAAC WITH "A")
(With effect from 2024-25 admitted batch)
EVENT HOSPITALITY AND SPONSORSHIP
SEMESTER -III
SYLLUBUS

36129

Hours: 04

Credits: 04

AIM: To equip individuals with skill to Plan, Manage, and Execute Events

COURSE OUT COMES:

CO1: To develop and understand the concept of event hospitality and sponsorship.

CO2: To gain skill in managing Budget and financial management and logistics.

CO3: To develop management skills in Accommodation..

CO4: To evaluate sponsorship activation

CO5: To develop skills about return on investment models.

Unit 1: Introduction to Event Hospitality and Sponsorship.

Definition-scope of event hospitality-types of hospitality-Definition - scope of sponsorship-Types of sponsorship

Unit 2: Hospitality Operations and Logistics

Event Planning and co-ordination for hospitality- event operations and logistics - supply chain management in hospitality events.

Unit 3: Planning and Managing Hospitality at Events

On-site management -Hospitality planning - hospitality services- suite design and layout-catering and accommodation management -VIP and guest list management.

Unit 4: Sponsorship Sales and Activation

Identifying potential sponsors -sponsorship sales process-sponsorship activation (pre-event, post event. On site activation) developing sponsorship proposals - Techniques and contract basics.

Unit 5: Sponsorship Strategies and Partnership

Developing sponsorship objectives - strategies and proposals building and maintaining sponsorship partnership- sponsorship activation.- measurement of ROI.

BLUE PRINT: UNIT I UNIT II UNIT III UNIT IV UNIT V

ESSAY	2	2	2	2	2
SHORT	2	1	2	2	1

Government College (A) Rajahmundry
(Re-Accredited by NAAC-A)
(With effect from 2024-2025 batch)
II BBA (EVENT MANAGEMNET)
Event Safety and Risk Management-SEM-III
Model question paper

36/40

Time: 2 ½ hours

Max.Marks 50

SECTION A

Answer any five of the following questions:

5 x 3=15

1. Importance of event safety (BT 1)
2. Overview of risk management (BT 2)
3. Crowd management(BT 1)
4. Behavioural risk (BT 2)
5. Summarize the meaning of mitigation(BT 2)
6. Risk management plan (BT 2)
7. Site management security (BT 1)
8. Post event assessment (BT 3)

SECTION B

Answer all questions 5 x 7 = 35

9. Write about Ethical and legal obligations of event organisers (BT 6)
Or

10. Explain the Overview of Event Risk Management.(BT1)
11. Define the steps involved in crowd management.(BT 1)
Or

12. Analyse and explain some security threats in event safety (BT 4)
13. Create a comprehensive risk management plan. (BT 6)
Or

14. Define Utilizing Emergency Operation Centres for centralized coordination (BT 1)
15. Analyse the process of Developing and delivering safety training for event staff and Volunteers. (BT 4)
Or

16. Design the plan of Managing media relations and crisis communication during Incidents (BT 6)
17. Evaluate Post-Event Assessment and Reporting (BT 5)
Or

18. Define risk management strategies. (BT 1)

Government College (A) Rajahmundry
 (Re-Accredited by NAAC-A
 (With effect from 2024-2025 batches)
 II BBA (EVENT MANAGEMENT)
 Event Safety and Risk Management-SEM-III
 Syllabus

36140

Hours: 04

Credits: 04

Course outcomes for Event Safety and Risk Management

- CO1: TO know legal and regulatory requirements to execute events.
- CO2: To evaluate and identify prioritising risks
- CO3: To equip the students with risk mitigation strategies to control risks.
- CO4: TO gain the skill in implementing safety and monitoring events
- CO5: To develop knowledge about legal regulations

Unit 1: Introduction to Event Safety and Risk Management

Definition and Importance of Event Safety - Ethical and legal obligations of event organizers - Overview of Event Risk Management - Key Stakeholders in Event Safety - Understanding the interconnectedness of safety, risk management, and overall event success

Unit 2: Risk Assessment and Analysis

Identifying Event Hazards- Evaluating and Prioritizing Risks - Specific Event Risk Categories-Crowd management and control - Security threats (Security threats, Fire hazards-Food safety and hygiene standards) - Behavioural risks-Staff and volunteer safety.

Unit 3: Event Risk Mitigation and Control

Developing Risk Mitigation Strategies - Creating a Comprehensive Risk Management Plan - Contingency Planning and Emergency Response - Utilizing Emergency Operation Centres (EOCs) for centralized coordination - Establishing clear communication channels and protocols.

Unit 4: Implementation and Monitoring

Training and Staffing for Safety - Developing and delivering effective safety training for event staff and volunteers - Event Site Management and Security - - Implementing security measures (access control, bag checks, surveillance) - Real-time Monitoring and Communication -Managing media relations and crisis communication during incidents

Unit 5: Post-Event Evaluation and Legal Aspects

Post-Event Assessment and Reporting - Conducting incident reviews and debriefings. Legal and Regulatory Compliance -Understanding relevant health and safety regulations, licensing, and permits insurance coverage-Integrating safety as a core value in event planning and execution- risk management strategies.

Blue print	unit 1	unit 2	unit 3	unit 4	unit 5
Essay	2	2	2	2	2
Short	2	2	2	1	1

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A+" Grade)

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

II Year BBA - (Event Management) SEMESTER-III

Minor: Business Communication Skills

36156

Hours: 04

Credits: 04

Course Outcomes:

- CO1:** Students will be able to explain the significance and scope of communication
CO2: Students will be able to distinguish between verbal (oral and written) and nonverbal communication.
CO3: Students will be able to explain the importance of interpersonal communication
CO4: Students will be able to recognize and overcome technological and socio-psychological barriers to Communication.
CO5: Students will be able to write effective formal reports and business letters

UNIT-I

Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication – Formal, Informal Communication – Upward, Downward, Horizontal Communication

UNIT-II

Types of communication: Verbal – Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations Nonverbal Communication: Sign language –Body language –Kinesics –Proxemics –Time language and Haptics: Touch language.

UNIT-III

Introduction to Interpersonal Communication – Models of Interpersonal Communication – Importance of Interpersonal Communication – Communication Styles. Listening – Meaning and Types.

UNIT-IV

Barriers of Communication: Types of barriers – Technological – Socio-Psychological barriers – Overcoming barriers.

UNIT-V

Report writing–Formal reports–Writing effective letters–Different types of business letters – Interview techniques – Communication etiquettes

References:

- Business Communication, Shalini Varma, Vikas.
- Business Communication, Raymond V.Lesikar, Neeraja Pandit et al.,TMH
- English for Business Communication, Dr.T.M Farhatulla, PrismbooksPvt. Ltd.
- Business Communications, Hudson, Jaico Publications

BLUE PRINT

UNIT	Name of the Topic	Theory	
		Essay 7 M	Short 3 M
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

36/56

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

(Re-Accredited by NAAC with "A-" Grade)

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

II Year BBA - (Event Management) SEMESTER-III

Minor: Business Communication Skills

36/56

Time: 2 ½ Hours

SECTION - A

Max Marks: 50
(5×3=15 Marks)

Answer any FIVE of the following.

1. Define Communication (BL1)
2. Design the Communication Process (BL6)
3. Define Written Communication (BL1)
4. Write about the Formal Communication (BL6)
5. Define Listening (BL1)
6. Write about Interpersonal Communication (BL6)
7. Define Technological Barriers (BL1)
8. Define Formal Reports (BL1)

SECTION - B

(5×7=35 Marks)

Answer any FIVE of the following.

9. Explain the Elements of Communication (BL2)
OR
10. Summarize the Essentials of Good Communication (BL2)
11. Describe the Different types of Communication.(BL2)
OR
12. Discuss the Advantages and Limitations of Oral Communication. (BL2)
13. Describe the Models of Interpersonal Communication. (BL2)
OR
14. Explain the Communication Styles.(BL2)
15. Explain the barriers of Business Communication.(BL2)
OR
16. Explain the how to overcoming the barriers. (BL2)
17. Explain the different types of Business Letters. (BL2)
OR
18. Design Report writing. (BL6)

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
(Re-Accredited by NAAC with "A+" Grade)

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

II Year BBA - (Event Management) SEMESTER-III
COURSE TITLE: EVENT PRODUCTION PLANNING

36163

Objective:

To impart knowledge and practical skills in planning, organizing, executing, and evaluating events. Emphasis is given to technical, creative, and managerial aspects of event production.

CO1: understand the scope, elements, and stakeholders of event production

CO2: develop event concepts, prepare budgets, plan logistics, and assess risks

CO3: Execute event operations by managing stage design, technical setups, performers, and safety measures through effective coordination

CO4: evaluate event performance through feedback, ROI measurement, and documentation

CO5: analyse and apply emerging technologies, sustainable practices, and industry trends

UNIT 1: Introduction to Event Production

Definition and Scope of Event Production, Types of Events: Corporate, Social, Cultural, Sports, Entertainment - Role of Event Producer Elements of Event Production - Event Life Cycle: Pre-production, Production, Post-production - Key Stakeholders in Event Management

UNIT 2: Pre-Production Planning

Event Ideation and Concept Development, Budgeting and Financial Planning Venue Selection and Site Inspection- Event Timeline and Scheduling, Permissions- Licenses, and Legal Aspects -Team Formation and Vendor Management Risk Assessment and Contingency Planning.

UNIT 3: Production and On-site Execution

Stage Design and Layout Planning, Sound, Lighting, and Audio-Visual Setup - Event Flow Management and Cue Sheets-Artist and Guest Management Technical Rehearsals Safety-Security and Crowd Control Coordination with Vendors and Crews.

UNIT 4: Post-Production and Evaluation

Dismantling and Wrap-up Operations- Feedback Collection from Stakeholders- Performance Measurement and ROI- Report Writing and Documentation- Post-event Publicity and Media Coverage-Learning's and Future Recommendations.

UNIT 5: Technology and Trends in Event Production

Use of Technology in Events (AR/VR, LED, Projection Mapping)- Event Management Software and Tools- Hybrid and Virtual Events- Sustainable Event Practices (Green Events)

Case Studies of Successful Events- Future Trends in Event Production.

Suggested Activities:

Organize a mock event - Prepare a production plan for a real or hypothetical event - Visit a live event setup - Work on a case study analysis

Recommended Readings:

"Event Management & Planning" by Lynn Van Der Wagen

"The Event Marketing Handbook" by Allison Saget

Industry whitepapers and blogs (e.g., Eventbrite, Cvent)

BLUE PRINT

UNIT	Name of the Topic	Theory	
		Essay 7 M	Short 3 M
I	Introduction to Event Production	2	2
II	Pre-Production Planning	2	2
III	Production and On-site Execution	2	2
IV	Post-Production and Evaluation	2	1
V	Technology and Trends in Event Production	2	1

36163

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

II Year BBA - (Event Management) SEMESTER-III
COURSE TITLE: EVENT PRODUCTION PLANNING
MODEL PAPER

36163

Time: 2 ½ Hours

Max Marks: 50
(5×3=15 Marks)

SECTION - A

Answer any FIVE of the following.

1. What is the primary responsibility of an Event Producer?
2. What is the main difference between a corporate event and a cultural event?
3. What is "event ideation"?
4. What is "risk assessment"?
5. What is the main purpose of a "cue sheet"?
6. What does "AV" stand for in the context of event production?
7. Why is it important to collect feedback from stakeholders?
8. Define a "hybrid event."

SECTION - B

(5×7 = 35Marks)

Answer ALL questions

9. Definition of Event Production and discuss its scope and characteristics.

Or

10. Describe the three main stages of the event life cycle

11. Discuss the critical components of the pre-production planning phase.

Or

12. Explain the importance of budgeting and describe the key steps in creating a budget.

13. Discuss the critical technical elements of on-site event execution.

Or

14. Discuss the comprehensive measures required for ensuring safety, security, and crowd control at a live event.

15. Describe the complete post-production and evaluation process for a major event.

Or

16. Discuss the critical importance of performance measurement in event management.

17. Discuss the impact of emerging technologies like Augmented Reality (AR), Virtual Reality (VR), and Projection Mapping on the event industry.

Or

18. Define "Sustainable Event Practices" (Green Events). Outline a comprehensive strategy for producing a green event.

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
M.COM. - SEMESTER II SYLLABUS
 (From the Admitted Batch 2024-25)

201 FINANCIAL MANAGEMENT

Course Objective: To develop an understanding of the Finance functions and relevant techniques of financial administration.

Unit – I: INTRODUCTION: Meaning, definition, Nature and Scope of Financial Management: Finance Function –Objectives of Financial Management- Profit maximization vs. Wealth Maximization; Techniques of Financial Analysis: Ratio Analysis.

Unit – II: INVESTMENT DECISION:; Meaning and Nature of Investment decision, Process of Capital Budgeting. Techniques of Investment Appraisal Traditional and Modern Techniques. (Including problems).

Unit – III: FINANCING DECISION & DIVIDEND DECISION: Capital Structure- Meaning and Determinants: Leverages – Financial, Operating and Combined. Weighted average Cost of Capital.

Dividend- Meaning and types. Determinants of dividend, Dividend policies (Including problems)

Unit – IV: WORKING CAPITAL MANAGEMENT: Meaning, Need and Concepts, types and Determinants of Working Capital - Operating Cycle – Estimation of Working Capital.(including problems).

Additional Input: Other techniques of Financial Statement Analysis like Comparative Statement Analysis, Common-size statement Analysis, Funds flow and Cash flow analysis etc.

Suggested Books:

1. Brearley, Richard and Myers, Steward: Principles of Corporate Finance, New York, McGraw Hill.
2. Soloman, Ezra, Theory of Financial Management, Columbia Press.
3. James C. Van Horne, Financial Management and Policy, Prentice Hall of India.
4. Weston J. Fred and Brigham, Eugne F., Managerial Finance, Dryden Press.

Blue Print						
Unit s	Name of the Topic	Problem		Theory		Case Study 12 marks
		Essay 8 M	Short 4 M	Essay 8 M	Short 4 M	
1	INTRODUCTION	-	-	2	2	
2	INVESTMENT DECISION	1	-	1	2	1
3	FINANCING DECISION and DIVIDEND DECISION	1	1	1	1	
4	WORKING CAPITAL MANAGEMENT	1	-	1	2	
	TOTAL	3	1	5	7	1

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

M. COM - SEMESTER II

(From the Admitted Batch 2024-25)

MODEL QUESTION PAPER
FINANCIAL MANAGEMENT

Time: 3 hrs

Max Marks: 60

SECTION - A

Answer any FOUR of the following questions

4X4=16 M

1. Nature of Financial Management
2. Financial Ratio
3. IRR
4. Nature of Investment decision
5. Determinants of Dividend
6. Calculate Operating, Financial and composite leverage from the following data
Sales (@100 per unit) 24,00,000 Variable Cost 50% Fixed Cost 10,00,000
It has borrowed 10,00,000 @ 10% p.a. and its equity share capital is 10,00,000
(Rs.100 each share). Consider tax @ 50%.
7. Working Capital Cycle
8. Need for Working Capital

SECTION - B

II Answer the following questions

4X8=32 M

9. Explain about any 10 Financial Ratios.

(OR)

10. Define financial management. Explain the scope of financial management.

11. What is meant by Capital Budgeting? Describe the process of Capital Budgeting.

(OR)

12. Pioneer Ltd is considering two mutually exclusive projects. Both require an initial investment of 10,000 each for machinery and have a life of 5 years. The company's required rate of return is 10% and it pays tax at 50%. The projects will be depreciated by straight line basis. The net cash flows (before taxes) expected to be generated by the projects are as under

	2020 Year 1	2021 Year 2	2022 Year 3	2023 Year 4	2024 Year 5
Project 1	4,000	4,000	4,000	4,000	4,000
Project 2	6,000	3,000	3,000	5,000	5,000

13. Define Capital structure. Explain the factors affecting capital structure decision.

(OR)

14. Amarnath Cements Ltd has the following capital structure.

Particulars	Market Value	Book value	Cost %
Equity share capital	80,00,000	120,00,000	18%
Preference share capital	30,00,000	20,00,000	15%
Fully secured debentures	40,00,000	40,00,000	14%

Calculate Weighted average Cost of Capital under book value weights and market value weights.

15. What is working capital. Explain the types of Working Capital?

(OR)

16. From the following data compute the duration of Operating Cycle for each of the two years and comment on the increase or decrease.

	Year 1 Rs.	Year 2 Rs.
Stock:		
Raw Materials	20,000	27,000
Work-In-Progress	14,000	18,000
Finished Goods	21,000	24,000
Purchases	96,000	1,25,000
Cost of Goods Sold	1,40,000	1,80,000
Sales	1,60,000	2,00,000
Debtors	32,000	40,000
Creditors	16,000	18,000

Assume 360 days per annum for computational purposes.

SECTION - C

1X12=12 M

Case study

Ramesh Ltd is considering two machines which requires an initial investment of Rs. 4,00,000.

Year	Cash inflows of		PV factors @15%
	X	Y	
1	1,00,000	2,00,000	0.87
2	1,50,000	2,10,000	0.76
3	1,80,000	1,80,000	0.66
4	2,00,000	1,70,000	0.57
5	1,70,000	1,40,000	0.50

Salvage value At the end of 5 year Machine X- 50,000 Machine Y- 60,000

The targeted return on capital is 15%. You are required to Compute NPV for the two machines separately, net present value. Advise which of the machines is to be selected.

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

M.COM. - SEMESTER II SYLLABUS

202. HUMAN RESOURCE MANAGEMENT

Objective: to enable the students to familiarize with the main aspects of Human Resource Management at the organization level and apply the same in management of Human Resources.

Unit – I: Human Resources Management and Planning: Concept, Significance and Evolution; Functions of HR Manager, Human Resource Planning: Significance – Methods and Techniques-Recruitment and Selection Processes - Induction – Placement.

Unit – II: Training and Development: Significance – Identification of Training Needs – Employee Training Methods – Executive Development Methods – Evaluation of Training and Development Programmes.

Unit – III: Wage and Salary Administration: Wage Concepts; Job Evaluation – Methods & Techniques Wage Structure & Policy – Wage Differentials – Wage Payment Methods – Incentives – Fringe Benefits – Performance Appraisal: Scope & Significance – Methods of Appraisal - Limitations of Appraisal.

Unit – IV: Industrial Relations Significance, Causes of Disputes and Settlement - Collective Bargaining - Employee Participation in Management.

Additional Input: Job description - Job specification- Employee orientation program- Organizational development- Industrial Safety.

Suggested Books:

1. P. Subba Rao, Essential of Human Resource Management, Himalaya Publishers, Mumbai
2. Venkat Ratnam C.S., and Srivastava B.K., Personnel / Human Resource Management, Tata McGraw Hill.
3. Cynthia D. Fisher & Lyle F. Schoenfeldt, Human Resource Management, Wiley India, New Delhi.
4. N.K. Singh: Human Resources Management, Excel Publications.

BLUE PRINT

Blue Print:			
UNIT	Name of the Topic	Theory	
		Essay 8 M	Short 4 M
I	Human Resources Management and Planning	2	2
II	Training and Development	2	2
III	Wage and Salary Administration	2	2
IV	Industrial Relations	2	2

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

M.Com – SEMESTER – II

HUMAN RESOURCES MANAGEMENT

MODEL PAPER

TIME: 3 Hrs

Max Marks:60 M

SECTION – A

Answer any 4 of the following questions

4X4=16 M

1. Significance of HRM
2. Process of Induction
3. Need of Training
4. Importance of Development Programme
5. Wage Structure
6. Scope of Performance Appraisal
7. Significance of Industrial Relations
8. Collective Bargaining

SECTION – B

Answer ALL the questions

4X8=32 M

9. Define HRM and Explain functions of Human Resource Management
(OR)
10. Define Recruitment and Discuss about Recruitment Process
11. Explain different Employee Training methods
(OR)
12. Discuss the process of Evaluation of Training and Development Programmes.
13. Define Job Evaluation and Explain Techniques of Job Evaluation
(OR)
14. Discuss the Wage Payment Methods and Incentives
15. Explain various Causes of Disputes in Industries
(OR)
16. Discuss the Importance of Employee Participation in Management

SECTION – C

case study

1X12=12 M

Case: IBM's "Smarter Workforce" Initiative

IBM launched its "Smarter Workforce" model in the 2020s—emphasizing data-driven people analytics to align HR with strategic goals like innovation, global agility, and digital transformation. Key Learning: Showcases evolution from administrative HR to strategic workforce planning using analytics.

20-08-25

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

M.Com. - SEMESTER II SYLLABUS

(From the Admitted Batch 2024-25)

CCP – 203: MARKETING MANAGEMENT

Objective: To develop an understanding of the concepts, strategies and issues involved in marketing and management.

Course Outcomes: After completing this course, the student will be able to:

1. Understand fundamental marketing concepts and theories.
2. Assess the role of marketing in the organization context.
3. Apprehend the impact of changing Political, Economic, Competitive, Environmental, Cultural, and Social Systems on developing marketing strategy.
4. Describe major bases for segmenting consumer and business markets.
5. Appraise consumer buying behavior.
6. Evaluate the integration of technology in Marketing.

UNIT I: Introduction: Concepts of marketing- Purpose of marketing - creating and delivering customer value - evolution of marketing concept - market orientation and business profitability - the role of innovation on the market orientation and performance relationship - Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing – Social Media Marketing – Current marketing challenges - ethical perspective in marketing.

UNIT II Strategic Planning: Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, developing Marketing Mix - Analysis of Macro and Microenvironment - Marketing Research as an Aid to Marketing - Marketing Research Process –Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development - Pricing decisions: Factors affecting price determination; Pricing policies and strategies.

UNIT III Buyer behaviour: Factors influencing Consumer Behaviour – Buying situation – Buying Decision Process – Industrial Buyer Behaviour. Market Segmentation: Targeting and Positioning – Competitive Marketing Strategies. Customer Life Cycle- Customer Lifetime Value, Portfolio Management.

UNIT IV: Sales Promotion Concepts - Sales Forecasting –Techniques - Marketing communications - advertising and publicity -personal selling and sales promotion; consumer - business and trade promotion - Distribution and Public Relations - Digital Marketing - Technology and marketing - digital marketing strategies

Assessment Details with weights:

Performance of students in this course will be assessed continuously through

- case analysis reports (10%),
- assignments (10%),
- quizzes(5%)
- Practical marketing activities -field visits (5%) and tests (10%).
- Semester End Examination – 60%

Reading List:

- Aaker, D. A. (2008). Strategic Market Management. John Wiley and Sons.
- Capon, N. and Singh, S.S. (2014). Managing Marketing: An Applied Approach, Wiley India.
- Chaffey, D. and Ellis-Chadwick, F. (2012). Digital Marketing. Pearson Higher Ed.
- Keller, K. L., Parameswaran, M. G., and Jacob, I. (2011). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson Education
- Kotler, P., Keller, K., Koshy, A. and Jha M. (2013). Marketing Management, 14th edition, Pearson Education (Singapore) Pte. Ltd.
- Percy, L. (2014). Strategic Integrated Marketing Communications. Routledge.
- Sheth, J. N. and Sisodia, R. S. (2015). Does Marketing Need Reform? : Fresh Perspectives on the Future. Routledge.

Suggested Books:

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India / Pearson Education, New Delhi.
2. William J Stanton & Futrell: Fundamentals of Marketing.
3. V. J. Ramaswami and S. Namakumari: Marketing Management, Macmillan Business Books, Delhi.
4. S. Jayachandran: Marketing Management, Text and Cases, Excel Publications.

Blue Print:			
UNIT	Name of the Topic	Theory	
		Essay 8 M	Short 4 M
I	Introduction: Concepts of marketing	2	2
II	Strategic Planning: Marketing management process	2	2
III	Buyer behaviour	2	2
IV	Sales Promotion Concepts	2	2

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
M. COM - SEMESTER II
(From the Admitted Batch 2024-25)
MODEL QUESTION PAPER

Paper: CCP – 203: MARKETING MANAGEMENT

Time: 3hrs Max Marks:60

SECTION – A

Answer any FOUR of the following Questions

4X4=16M

1. Explain the concept of creating and delivering Customer Value.
2. Critically evaluate the role of Online Marketing
3. Explain the stages involved in New Product Development
4. Discuss in detail the Marketing Research process.
5. What are the factors influencing Consumers' buying Behaviour? Explain
6. What is Market Segmentation? How does market segmentation contribute to targeting and positioning of the products in the market?
7. Differentiate Advertising vs Publicity
8. Define Digital Marketing and explain its significance.

SECTION – B

Answer the following 4 x 8 = 32M

9. (a) Explain the concepts of marketing. Discuss the purpose and evolution of marketing.
(OR)
(b) Discuss the trends in marketing and explain the current challenges in marketing.
- 10 (a) Explain the Strategies for analyzing marketing opportunities.
(OR)
(b) Explain the major steps in the new product development process.
Explain the problems involved in it.
- 11(a) Illustrate the techniques of Sales Forecasting.
(OR)
(b) Explain the role of technology in marketing and its significant contribution to marketing.
- 12 (a) Explain the factors influencing consumer behaviour in consumer buying decision process
(OR)
(b) Describe various stages in customer life cycle? Suggest measures and strategies at various stages.

SECTION C

13. Case Study

1 x 12 = 12Marks

Read the following case and answer the questions.

CRED, a Bangalore-based fintech startup founded by Kunal Shah, made a remarkable entrance into the Indian market by focusing on a specific group of customers: people who use credit cards and have good credit scores.

The company gained widespread attention for its unique value proposition and clever use of social media and influencer marketing to build a strong brand and create a loyal customer base. This case study explores CRED's marketing management, focusing on its highly successful advertisement strategy.

Background

Before CRED's emergence, the Indian credit card market was largely unexplored regarding targeted services and brand recognition. Credit card users were often treated the same by financial institutions, with limited offers and engagement opportunities. CRED recognized an overlooked market of users with high credit scores and set out to redefine their credit card experience.

Marketing Strategies

- **Rahul Dravid Ad: Challenging Traditional Views-** CRED's marketing strategy took an unconventional turn with its advertisement featuring Rahul Dravid, a cricketing legend known for his calm and disciplined image. The ad was quite different from usual celebrity endorsements, as it portrayed Dravid in a humorous way. This unique approach captured attention and generated significant social media buzz.
- **Influencer Marketing-** CRED used the power of influencer marketing by collaborating with popular social media personalities and celebrities. These influencers promoted CRED's services and engaged with their followers, sharing personal experiences and creating a sense of trust and authenticity.
- **Reward Programs-** CRED introduced a gamified rewards program encouraging users to pay their credit card bills on time. This unique approach made bill payments enjoyable and created a sense of accomplishment, fostering customer loyalty.
- **Community Building-** CRED used its app and social media platforms to create an exclusive user community. Members enjoyed access to curated experiences, offers, and privileges, making a sense of belonging and exclusivity.

Impact

CRED's innovative marketing strategies had several significant outcomes:

- **Brand Awareness and Trust-** The Rahul Dravid ad and influencer collaborations significantly increased brand awareness and established trust among potential users. CRED's humorous take on a usually mundane topic resonated with the audience.

- **Loyal Customer Base-** The rewards program and community-building initiatives cultivated a **loyal customer base**. Users were motivated to pay their credit card bills through the app, driving user engagement and retention.
- **Market Expansion-** CRED's unique approach prompted a surge in the number of credit card applications in India, encouraging other financial institutions to follow suit and create **innovative credit card experiences**.
- **Valuation Growth-** CRED's strategic marketing efforts, coupled with its ability to attract venture capital, led to significant growth in the company's valuation, turning it into a unicorn within a short span.

Final Note

CRED's success story highlights the power of innovative marketing in cutting out a place in a competitive market. CRED disrupted the credit card industry and created a strong brand with a loyal customer base. This case study underscores the importance of creativity and authenticity in marketing and the potential of social media and influencer marketing in building trust and customer loyalty.

Questions for Discussion

- How did CRED's humorous advertisement featuring Rahul Dravid challenge traditional celebrity endorsements and contribute to its brand image?
- What role did influencer marketing play in building trust and credibility for CRED, and how did it engage potential customers?
- How can CRED maintain customer loyalty and engagement as competition in the fintech sector intensifies?
- What lessons can other startups and businesses draw from CRED's marketing strategies, particularly innovative branding and customer engagement?

21-08-25

Government College(A), Rajahmundry

M.Com Semester-II Syllabus

2041 Course: Goods and Service Tax

Course Objectives:

- To Give insights into the Goods and Services Tax (GST), its structure, and implementation.
 - To provide knowledge of taxable events, compliance, and input tax credits.
- Legal and Regulatory Framework:

- To provide awareness of the key legal and regulatory frameworks governing financial services
- To gain insights into penalties, offenses, and inspection procedures under GST.

Course Outcomes: Upon successful completion of this course, students will be able to:

1. Explain the Structure of GST
2. Discuss the differences between IGST, CGST, SGST, and UTGST.
3. Identify Taxable Events:
4. Analyze various GST taxable events, including supply and transactions between distinct persons.
5. Manage Tax Records and File Returns
6. Prepare and maintain tax records
7. File GST returns using current digital tools.
8. Accurately calculate and apply the input tax credit in financial transactions.

UNIT-I: Introduction to GST

Structure of GST (CGST, SGST, IGST, and UTGST) - Objectives and Functions of GST - Significance of GST in the Indian economy - GST administration in India. Valuation of goods and services for GST - Importance of the place of supply and its impact on IGST, CGST, and SGST applicability

UNIT-II: Input Tax Credit (ITC)

Concept of Input Tax Credit - Eligibility for claiming ITC - Blocked credits and conditions under which ITC is unavailable - Process of credit reversal - Maintenance of input tax records - Calculation of GST liability using ITC.

UNIT-III: Filing GST Returns

GST compliance - Regular returns filing (GSTR 1, GSTR 3B, GSTR 9, etc.) - Due dates for filing returns. Amendment, Revision, - Cancellation of Returns - E-Way Bill - Concept and preparation - TDS and TCS provisions under GST.

UNIT-IV: Offenses, Penalties, and Appeals

Types of offenses under GST law - Penalties for various GST-related offenses - Appeals and revisions under GST - Provisions related to inspection, search, and seizure - Overview of the dispute resolution mechanism under GST.

Suggested References:

- "Goods and Services Tax (GST) in India" by K. Vaitheeswaran.
- GSTN Portal for e-filing and GST resources:<https://www.gst.gov.in/>.
- National Institute of Financial Management (NIFM) courses:<https://www.nifm.ac.in/>.

Suggested Co-curricular Activities

GST Filing Workshop: Conduct a hands-on workshop on filing GST returns using real or simulated data.

Input Tax Credit Session: Organize a session to explain and calculate Input Tax Credit and reversals.

Guest Lecture on GST Amendments: Invite experts to discuss recent GST changes and compliance practices.

Seminar on GST Impact on Industries: Host a seminar on how GST affects various industries like retail and manufacturing.

GST Case Study Competition: Organize a case study competition focused on resolving complex GST issues.

Mock GST Return Filing: Run a competition where students file GST returns based on provided financial data.

GST Awareness Drive: Organize a public awareness campaign about GST compliance for small businesses.

GST Filing Software Training: Provide training on using GST filing software like Tally or Zoho Books.

Project on GST's Industry Impact: Assign students to research GST's impact on specific industries.

GST Knowledge Quiz: Conduct a quiz competition on GST concepts like registration, credits, and returns.

***** The End*****

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

M.Com – SEMESTER – II

Goods and Service Tax

MODEL PAPER

TIME: 3 Hrs

Max Marks:60 M

SECTION – A

Answer any 4 of the following questions

4X4=16 M

1. Structure of GST
2. Importance of the place of supply
3. Eligibility for claiming ITC
4. Process of credit reversal
5. Cancellation of Returns
6. E-Way Bill
7. Types of offenses under GST law
8. Provisions related to inspection

SECTION – B

Answer ALL the questions

4X8=32 M

1. Define GST and Examine the objectives and functions of GST
(OR)
2. Explain the concepts of time, value, and place of supply under the GST regime. Why are these rules important for determining GST liability?
3. How to calculate GST liability using Input Tax Credit
(OR)
4. Discuss the concept of blocked credits under GST.
5. Discuss the different types of returns such as GSTR-1, GSTR-3B, and GSTR-9, along with their respective due dates and compliance requirements.
(OR)
6. Discuss the provisions related to Tax Deducted at Source (TDS) and Tax Collected at Source (TCS)
7. Describe the process of appeals and revisions under GST. What are the different levels of appellate authorities
(OR)
8. Explain the penalties prescribed under the GST regime for different types of offenses.

SECTION – C

case study

1X12=12 M

XYZ Traders failed to file their GSTR-3B for three consecutive months and transported goods worth ₹60,000 without generating an E-Way Bill. The GST officer stopped the vehicle and initiated action.

Questions:

- What are the consequences of non-filing of GSTR-3B?
- What penalties apply for failure to generate the E-Way Bill?
- How should XYZ Traders rectify the compliance gaps?

22-08-25

GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM

M.Com. - SEMESTER II SYLLABUS

CCP 205: COMPUTER APPLICATION IN BUSINESS

Objective: The objective of this course is to provide an insight into basic features of Computer Systems and their Applications in Business Decision Making.

Unit-I: Introduction to Computer and Software Concepts – Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input-output Devices. Types of software – Software: its nature and qualities — Windows Operating System Functions.

Unit-II: MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels.

Computer Networks - Overview of a Network – Communication processors – Communications Media – Types of Network – Network Topologies.

Unit-III: E-commerce - Meaning, Advantages and Disadvantages of E-Commerce – Conducting Business On-line – Issues in implementing in E-Commerce – Comparison between Traditional Commerce and E-Commerce – Incentives for engaging E-commerce.

Unit-IV: Electronic Data Interchange (EDI) – Concept – History of EDI – Phases of EDI – Business Models – Major types of E- Commerce models.

Suggested Books:

1. Sanjay Saxena and Prathpreet Chopra, Computer Applications in Management, Vikas, New Delhi
2. Aksoy, Introduction to Information Technology, Cengage, ND
3. Parameswaran: Computer Application in Business – S Chand, New Delhi.

Government College (Autonomous), Rajahmundry
(Re-Accredited by NAAC with 'A+' Grade)
Department of Commerce
M.Com Semester - II
(With effect from 2024 - 2025)
COMPUTER APPLICATIONS IN BUSINESS
Model Question Paper
Time: 3 Hours Total Marks: 60

Section - A

Answer any Four of the following questions

4 x 4 M = 16 Marks

1. Characteristics of Computer.
2. Nature of Software
3. Labels
4. Communication Processors.
5. E-Commerce
6. Online Business
7. EDI
8. Business Models

Section - B

Answer all the following questions

4 x 8M = 32 Marks

9. What is a computer? Summarise the elements of computer.
OR
10. Articulate the functions of windows Operating System.
11. Outline the applications of MS Word in business correspondence.
OR
12. Discuss the types of networks.
13. Describe the issues in implementing E-Commerce.
OR
14. What are the major differences between Traditional Commerce and E-Commerce?
15. Explain the concept and trace the history of Electronic Data Interchange (EDI).
OR
16. List and explain the major types of E-Commerce models.

Section – C

Compulsory Case Study 1x12M= 12 Marks

17. TechZone Enterprises is a medium-sized business dealing in consumer electronics. For years, the company managed its operations and customer transactions through traditional commerce — maintaining physical stores and handling business correspondence through printed letters and phone calls.

However, with increasing competition and changing consumer behaviour, TechZone decided to adopt **E-Commerce and digital communication tools**. They invested in computer systems, network infrastructure, and trained their staff to use **MS Office applications** for business correspondence, reports, and customer databases.

The company also upgraded to the **Windows operating system**, allowing employees to manage files, applications, and system resources efficiently.

Further, TechZone planned to implement **Electronic Data Interchange (EDI)** to securely exchange invoices and orders with suppliers and distributors.

Within a year, TechZone successfully set up an **E-Commerce website** offering online product catalogues, digital payment options, and home delivery services. This move expanded their customer base and improved operational efficiency.

Questions:

- a. What are the key advantages TechZone gained by shifting from Traditional Commerce to E-Commerce?
- b. Explain how MS Word and its features like Mail Merge and Labels could assist TechZone in its business correspondence.
- c. What is Electronic Data Interchange (EDI)? How might implementing EDI benefit TechZone's transactions with suppliers and distributors?
- d. List any two types of computer networks that TechZone could use for internal and external business communications, and briefly explain them.